



Visual Merchandising

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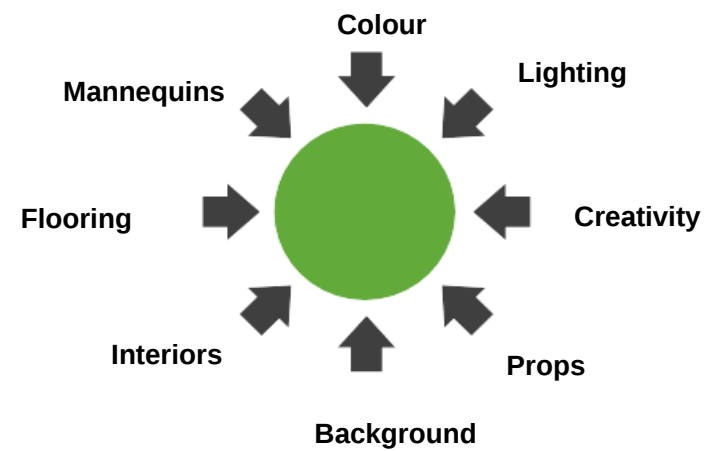
What is Visual Merchandising

- VM is an activity or profession for developing the floor plans to maximize sales.
- It educates the customer and creates a desire to buy the merchandise.
- It attracts, engages and motivate the customer towards making a purchase.



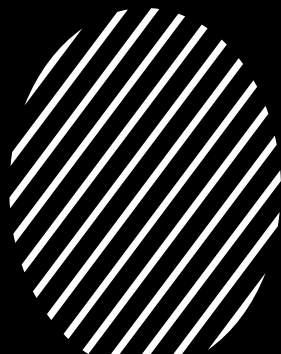


It
Involves...



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Elements of Display

A) Colour:

- Colours play an important role to attract the customers.
- It sets a different theme and mood in the store
- Two type of colours-Warm and Cool colours



8/2/2024

Elements of Display

B) Lighting :

- Lighting is a very important element of display in a store.
- Natural light used in the day and light used in the night make the merchandise look brighter.
- The same product looks different with light.



Elements of Display

C) Creativity:

- Be creative and don't limit the merchandise only to seasons.
- Make use of special events like Mothers Day, Valentines, back to school, festivals and local events.
- Unusual and big displays attract customers. Think different and display things as they haven't seen before.





Elements of Display

D) Props:

- An object placed beneath or against a structure to keep it from falling or shaking; a support.
- Items that aren't necessarily for sale but help demonstrate the desirability of a product.

Elements of Display

E) Background:

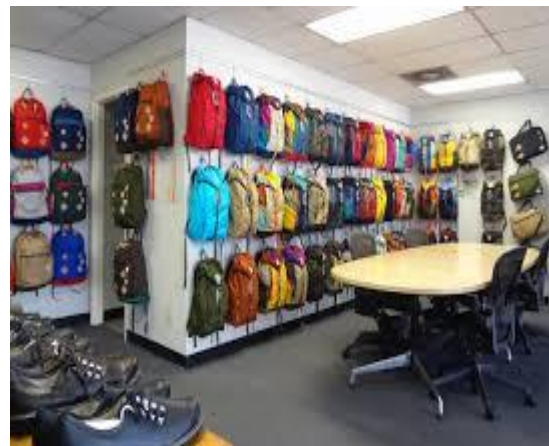
- The backside of the wall in the window display gives an idea of how the product will look when displayed or demonstrated.
- Background makes the merchandise look attractive.



Elements of Display

F) Interiors:

- Art of how the store needs to be decorated or furnished.
- Good displays should be done to get the traffic in the store.
- The aisles, sign board for the customers to direct, walls, and other interior display are important to attract customers.



Elements of display

G) Flooring:

- Flooring and the wall work together in creating an image.
- Flooring will again differ from store to store depending on the colour theme used in the store.
- Some stores may use carpets in the store for example a jewellery store while some may have flooring which is easy to maintain for example supermarket.





Elements of Display

H) Mannequins:

- Mannequins in simpler words also called as dummies play an important role in visual merchandising.
- The artificial dolls used by the retailers to display their merchandise (can be anything) are called as mannequins.
- The mannequins help the customers to know about the latest trend the store offers without sometimes even bothering the sales representative.
- It is the attractive mannequin which pulls the customer into the store.

Retail Fixtures

Straight rack:

- Long pipe suspended with supports to the floor or attached to a wall.

Gondola:

- A wall filled with a socket in which a variety of shelves, bins, baskets and other hardware can be inserted.



Retail Fixtures

Four-way Fixture:

- Two crossbars that sit perpendicular to each other on a pedestal.



Round Rack:

- A round fixture that sits perfectly on a pedestal.



Retail Fixtures

T-stand::

- Freestanding, two-way stand in the shape of a T, that holds clothes on hangers.



Carousels:

- Circular racks that turn.



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Window display

1. Closed windows- (like a small room facing the audience only from the street)

2. Open-Back windows (these have no back wall but they may have side walls)



Window Display

3. No window -(when the whole front is exposed to the public, no door)



4. Showcase window- Stores which have small items to display make use of showcase windows to attract customers.



Read for additional information

- <https://drjessicafernandes.com/the-power-of-brand-colours/>
- <https://www.youtube.com/watch?v=6mjOhymHj5k>

Activity

1. Identify the Visual Merchandising of Urban Pods
2. Identify the Visual Merchandising of Belgium Waffle
3. Identify the Visual Merchandising of MMBGIMS
4. Identify the Visual Merchandising of any of them (Supermarket/ Food based market / factory outlet)

THANK YOU