



“बेटी बचाओ, बेटी पढ़ाओ”

JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

(Format for Preparing E Notes)

Faculty of Fine Arts

Faculty Name- **JV'n Anjali Pareek (Assistant Professor)**

Program- Vth Semester / III Year

Course Name - Bachelor of Fashion Design

Session No. & Name – 2023-24

Academic Day starts with –

- Greeting with saying ‘**Namaste**’ by joining Hands together following by 2-3 Minutes Happy session, Celebrating birthday of any student of respective class and **National Anthem**.

Lecture Starts with-

Review of previous Session-Definition of fine arts

- Topic to be discussed today- Today We will discuss about **Visual merchandising and Display Basics**
- Lesson deliverance (ICT, Diagrams & Live Example)-
 - PPT (10 Slides)
 - Diagrams

Introduction & Brief Discussion about the Topic

Visual Merchandising

Creating a thriving retail business necessitates establishing a distinct and unwavering image in the customer's mind, one that seamlessly permeates every product and service offering. Visual merchandising emerges as a crucial tool in crafting this positive customer perception, ultimately driving successful sales. Beyond merely conveying the store's image, visual merchandising serves as a reinforcement of advertising efforts and a catalyst for impulse buying.

Often underestimated, visual merchandising stands as a pivotal factor determining the triumph or downfall of a retail establishment, ranking second only to effective customer relations. It encompasses everything visible to the customer—both the exterior and interior—that collectively shapes a favorable business image, prompting attention, interest, desire, and ultimately, action. In essence, visual merchandising is the art of storytelling, conveying to prospective customers what the store is all about.

This narrative unfolds through the dramatic presentation of merchandise and subtle yet critical features that collectively mold the store's atmosphere. Recognizing that 80% of our impressions are visual, visual merchandising harnesses this visual power to communicate volumes, making each visual element as impactful as a thousand words. Each customer carries a mental image of a store and its offerings, and visual merchandising aims to align this mental image with the inviting appearance of the store.

A successful store, according to this philosophy, goes beyond creating a comfortable environment—it strives to evoke eagerness to purchase. Visual merchandising, therefore, becomes the silent architect of this inviting ambiance, a tool that transforms a store from a mere shopping space into an experience that resonates with customers and, in turn, ensures the sustained success of the retail business.

In certain business models, maintaining a minimal staff serves as a cost-cutting measure, emphasizing the imperative role of merchandise in selling itself. In such scenarios, heightened emphasis is placed on crafting compelling merchandise displays that facilitate a seamless and enticing customer experience. The primary objective of visual merchandising in this context is not just to showcase products but to attract customers to the business space and facilitate successful transactions.

Visual merchandising, as a customer-centric strategy, unfolds both externally and internally, requiring a harmonious coordination reflective of the store's overarching theme. The exterior and interior presentations act as symbiotic components, each complementing the other to create a cohesive and compelling narrative.

Despite its crucial role, the creation and maintenance of a store's visual merchandising plan is far from a straightforward task. It demands a continuous and meticulous assessment of what the

customer perceives. This evaluation, conducted from the customer's standpoint, commences with the exterior and meticulously traverses the entire interior of the store.



This holistic approach ensures that every touchpoint aligns with the desired image and customer experience. From the storefront that beckons passersby to step inside to the layout that guides their journey through the aisles, visual merchandising serves as a strategic tool in influencing customer behavior.

In essence, visual merchandising in businesses with minimal staff is not just about aesthetics; it's a dynamic and strategic process aimed at enhancing the customer's ease of finding and purchasing desired items. By understanding and responding to the customer's perspective, businesses can create an environment where merchandise not only sells itself but does so in a manner that resonates with the customer's needs and desires.

Visual merchandising and Display Basics

- Visual merchandising – meaning, concept
- Functions of Visual Merchandising
- Components of Visual Merchandising
- Color and Texture
- Line and Composition
- Shape and forms

Exterior Presentation

The **storefront** of a store is like the cover of a book—it is the first impression that sets the tone for the entire experience. The exterior presentation is a critical determinant, especially for new customers, and its significance should never be underestimated. Whether it is an individual store, a row of businesses, or a cluster, the outward appearance silently communicates what awaits customers within.

The visual merchandising of the exterior is not merely a surface-level endeavor; it is a strategic art form that aims to capture attention, ignite interest, and extend a warm invitation to potential customers. It is the initial handshake, the visual prelude to the story that unfolds inside. The exterior presentation can convey a spectrum of images—be it a conservative, progressive, opulent, or discount-oriented image—shaping the customer's expectations before they even step through the door.



The effectiveness of exterior visual merchandising is profound; it influences the customer's decision to enter the store. Beyond showcasing the products or services, it is a silent communication of the store's identity and values. A well-crafted exterior can evoke a sense of curiosity and anticipation, prompting customers to explore what lies beyond the threshold.

In a world where competitive pricing and positive word-of-mouth are crucial, it is challenging to overcome the negative impact of a lackluster store exterior. No matter how appealing the deals or how stellar the products, a poorly presented storefront can cast a shadow over the overall image of the business. Therefore, investing in the visual allure of the exterior is an investment in the first chapter of the customer's journey, a chapter that sets the stage for the entire shopping experience.

When examining a store's exterior, consider the following questions:

- How do customers locate the business?
- Are the sidewalks clean, safe, and accessible?
- Are the exterior signs clean, fresh and readable?
- Does the store front need cleaning, painting, or touchup?

- Are the outside entrances clean and accessible?
- Are the windows clean, bright, and inviting?
- Are the window display preparation materials such as tape, pins and packaging materials removed?
- Are the window displays frequently changed?
- Do the window displays carry a theme?