

VISUAL MERCHANDISING IN

BRICK-AND-MORTAR

VS

ECOMMERCE

BRAND STORYTELLING

Bring your brand to life in-store through product **displays, lighting, and fixtures**



Bring your brand to life online through **colors, fonts, and product photos.**



VISUAL FOCAL POINT

Place the **most important merchandise** at the center of the store



Place **key banners and product photos** at the top of the fold, right at the center of the page to drive focus



NEGATIVE SPACE

For high-end retail, **display fewer** on the shelves and in window displays and have more space between items

For discount retail, **showcase many products** on your shelves and window displays



For high-end retail, use plenty of **negative space** on product pages and photographs

For discount retail, **showcase many products** on a single page.



COLORS

Understand the **meaning and psychology** behind various colors, and use them in your window displays, signage, decor, etc.

Consider your **brand colors as well as seasonal tones** and use them in your store's design elements, including your displays, fixtures, decorations, etc.



Tap into **color psychology** to determine what colors to use for your banners, text, buttons, and other elements of your website.

Ensure that your **brand colors and any seasonal tones** are also used in the site's design elements, including images, text, etc.



PRODUCT GROUPING

Display products on the sales floor **according to category, department, or shopper intent**

SALE

Display product **groupings or categories** on your navigation bar



CROSS MERCHANDISING

Display relevant and **complementary products** together



Add sections to your product pages showcasing **similar items**



Merchandise Presentation Style Guide

L Reisser



Merchandise Presentation Style Guide:

Unveiling the Magic of Words: A Review of "**Merchandise Presentation Style Guide**"

In a world defined by information and interconnectivity, the enchanting power of words has acquired unparalleled significance. Their ability to kindle emotions, provoke contemplation, and ignite transformative change is truly awe-inspiring. Enter the realm of "**Merchandise Presentation Style Guide**," a mesmerizing literary masterpiece penned with a distinguished author, guiding readers on a profound journey to unravel the secrets and potential hidden within every word. In this critique, we shall delve into the book's central themes, examine its distinctive writing style, and assess its profound effect on the souls of its readers.

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