

ZYLOWARE TOOLS

MERCHANDISING 101

Tips to Excel in Merchandising

CLEAN DISPLAY ITEMS:

Take a look at your display items! Make sure they are always clean and in like-new shape. If necessary clean them off before you put them up for display.

WATCH YOUR SPACING:

When you walk into a luxury car dealership, you notice that they don't have cars right on top of each other. The same should apply to your displays, **more space is equivalent to more class.**

RULE OF ODD NUMBERS:

Items should be **grouped together in 3's, 5's, or 7's.** The items grouped together should be similar, but not exactly the same.

WORK VERTICALLY:

Items should be arranged with **differing heights.** Since we read from left to right, top to bottom, take that into consideration when planning your merchandising.

USE ALL OF YOUR SENSES:

Take into consideration **all of your senses.** Touch, sight, and even smell. Plan your display table accordingly.

COLOR SCHEME:

Colors create **moods** and draw the eye to a **focal point!** Always remember to use colors that represent each brand!

SIMPLE LAYOUT:

A simple layout allows the viewer to easily discern where the focal point is. **Don't use straight lines** when displaying your objects! People tend to become worried if they mess up a neat, organized display.

TELL A STORY:

To create interest, let the items on the table tell a story about the brand. It could be "oh this piece reminds me of..."

GREAT LIGHTING:

Make sure all of your items are well lit so they can be **seen from far away.**

LOOK AT YOUR ANGLES:

Walk around your table and view it from all angles. It should look amazing from all views!



SOPHIA LOREN ENVIRONMENT

- Differing heights between all the items
- Rule of 5's: display, book, award, easel, and signature plaque
- Simple layout
- Frames are arranged from lightest to darkest



VIA SPIGA ENVIRONMENT

- Look at your angles; ensure everything looks good from the sides and above in addition to head on
- No smudges on frames, mirrors or signature plaque
- Spacing: one shoe is in front of the other similar to a "bowling pin" arrangement



STETSON ENVIRONMENT

- Color scheme: brown, tan, and wood
- Have people try on the boot
- Have a story prepared about the time you had too much bourbon
- Clean display items: all frames are aligned perfectly on the stand, no smudges

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EYEWEAR