

# 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



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



# Merchandising Manuals

**K Morrison**



## **Merchandising Manuals:**

**Department Store Merchandise Manuals** ,1917      How to Keep Merchandising Records R. Duffy Lewis,1955  
Merchandise Manuals for Retail Salespeople: Girls and juniors' ready-to-wear ,1924      *Merchandise Manuals for Retail Salespeople: Negligees* ,1925      **Merchandise Manuals for Retail Salespeople: Waists** ,1924      Merchandise Manuals for Retail Salespeople: Infants and children's wear ,1925      Merchandise Manuals for Retail Salespeople: Hosiery ,1924  
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Merchandise Manuals for Retail Salespeople: Sweaters and bathing suits ,1925      The Buyer's Manual National Retail Merchants Association,1979      **Merchandise Manuals for Retail Salespeople: Skirts** ,1925      *Merchandise Manuals for Retail Salespeople: China and glassware* ,1925      *Electrical Merchandising* ,1914

## Whispering the Secrets of Language: An Psychological Journey through **Merchandising Manuals**

In a digitally-driven world where monitors reign supreme and instant interaction drowns out the subtleties of language, the profound techniques and psychological nuances concealed within phrases frequently get unheard. However, situated within the pages of **Merchandising Manuals** a interesting fictional value pulsing with fresh emotions, lies an exceptional journey waiting to be undertaken. Written by a skilled wordsmith, that charming opus encourages visitors on an introspective trip, delicately unraveling the veiled truths and profound affect resonating within the very fabric of each word. Within the emotional depths of the moving evaluation, we can embark upon a sincere exploration of the book is key styles, dissect its fascinating publishing design, and fail to the strong resonance it evokes deep within the recesses of readers hearts.

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