



Visual Merchandising Display Criteria

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RR MISSION

For over ten years **Retail Reinvention** has created relationships with our clients to improve their sales, brand awareness and customer retention through our customized **Visual Merchandising** services.

We understand that not every business need or solution is the same, so we work with our clients to design a program that is tailored to their specifications. **Retail Reinvention (RR)**, a full-service **Visual Merchandising** company, provides a broad array of in-store retail services for various product categories and in multiple retail channels across the United States.

RR is a leader in the Merchandising Services Organization (MSO) industry.

Our experienced visual and retail merchandisers are skilled, professional employees who dedicate themselves to the knowledge of various products and the most effective ways to showcase them for maximum sales returns. Your **Visual Merchandising** program will be expertly executed to ensure all details are completed to your satisfaction.



PERSPECTIVE



IDEA



CREATION

RR Vision

Your product needs to be showcased to its fullest potential. In our **Visual Merchandising** process, we conceptualize placement and design schemes for maximum brand impact. Products or service descriptions are placed to appeal to the consumer utilizing stationary core fixtures and ancillary props and fixtures to add a bit of romance to draw in the consumer.

The **Visual Merchandising** process is also an opportunity to train our clients and familiarize themselves with our concepts, current market trends as well as tips and techniques to maintain their display for optimal appeal to their consumers.



Introduction to Visual Merchandising

What is Visual Merchandising?

It is the process in which retail products are arranged and manipulated to attract and engage consumers to increase sales activity. Five (5) elements of merchandising are used to manipulate visual creativity. Such elements influence consumer interest and help persuade shoppers to purchase certain products: design, color, décor (props), communication, and product placement.

An impactful **Visual Merchandising** display is one that creates buying decisions within a short distance of the consumer's approach. In retrospect, creating a display theme, in conjunction with the five elements, will grasp consumers' interest, converting passive lookers into active buyers, increasing the sales, margin, and longevity of space within the property. With the right quantity and quality of information, the empirical results are endless.



Why Visual Merchandising?

Ultimately, our goal is to inspire and engage shoppers that will encourage them to buy more products from a **Retail Merchandising Unit (RMU)**. To experience these results, **Visual Merchandising** is of importance to the specialty retailer, as well as the property in order to bring in revenue. A simple, uncluttered, but bold display is key for fast attraction, as customers have only a few seconds to view the retailer's products.

A stale, messy, and over-stocked items on a **RMU** can overwhelm and confuse the customer. A larger selection of items does not mean higher sales – less can be

more. For example, having too much clutter and displaying more items that are not best sellers, damaged, and/or unclean can cause shoppers to look and buy elsewhere. The organization and tidiness of your **RMU** is considered of importance, as the visuals displayed will gravitate consumers' attention.

In sum, as the elements of **Visual Merchandising** are in conjunction with each other, and tidiness and organizational displays are practiced, sales can increase up to 20%. More sales, more money! The goal is to provide an impactful visual display from a short distance to persuade the potential customer to buy. Evaluating your pre- and post-sales can help determine what visual display speaks to your consumer.

Visual Presentation Overview



Importance of Visual Presentation in the Common Area

- First impression is imperative in the common areas of the mall. A customer's first impression is formed within seconds upon arrival.
- Initial impression can have both positive and negative effects that can affect the overall ambiance of the mall, thus having an unforgettable experience. Such impression is of valuable importance, as it impacts the future business of the shopping center.
- Creating an aesthetically appealing, well-arranged common area will allow easy trafficking in conjunction in making a great first impression to the consumer.
- The importance of professional **Visual Merchandising** and design contributes significantly to the overall success of the shopping center and its specialty retailers



Digital Principles: Retail Merchandising Units (RMUs) & Products



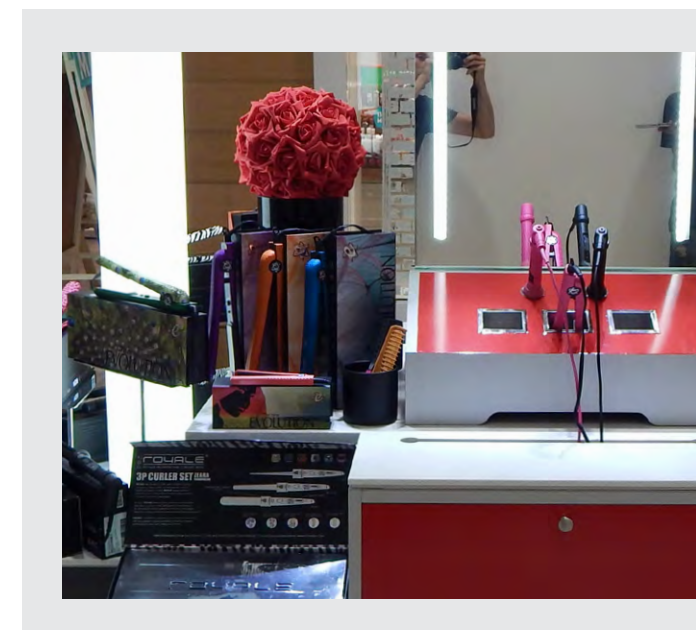
Design

- Designs are intriguingly important, as it embraces a story or theme.
- Merchandise presentations should be kept clean and simple. Too much merchandise on an **RMU** can be overwhelming, as it loses its concept.
- While inquiring the retailer's needs, focus on top-sellers/hot items – a focal point is key on the center of the **RMU**.
- Integrated graphic images and information that advertises the retailer's products/services, which will attract customer's attention.



Color

- Color is primarily important in visuals, as the human eye is naturally drawn to colorful presentations. A balanced color flow is the most effective technique.
- Keep in mind that color will communicate with the merchandise itself.
- It is important to color coordinate to communicate with the customer – light to dark or dark to light within product groupings. Thus, differentiating you from your competitors



Suitable Display Elements

- Suitable display elements create and manipulate the perceived product value, as well as the customer's shopping experience.
- The use of props will help manipulate, enhance, and support the merchandise groupings.
- Some examples of suitable display elements are: risers, easels, chrome stands, etc.

Merchandising

- A triangular composition within style groups or color stories creates a focal point on the center of the **RMU**.
- Start with a center feature, such as a top-selling product, and merchandise out symmetrically to create such composition.
- Top-selling products should be placed in prominent visual locations. Color grouping is vital in this process.
- Mix shapes/styles within color stories to add interest and attraction.
- Too many colors and styles can become unbalanced; therefore, color blocking and striping is key to keep color flow and balance.
- Focal points are created when proper use of props adds height and symmetry.
- Overall, merchandise should be balanced either asymmetrically or symmetrically.
- After merchandising, evaluate your product placement – does it meet the visual presentation elements?



Display Maintenance

- Product displays must be kept tidy, organized, and focused.
- Remember: the retailer represents their company, as well as the mall. Therefore, dirty, messy, or cluttered displays project a poor image and negatively impact sales.
- Provide a focused merchandise assortment – less can be more.
- Remove unnecessary stickers, labels, tags; dust and clean **RMU**/products to upkeep your merchandise in a decent presentation.
- Maintenance is just as important as initial set-up. Refer to the photos taken by the AGM post-installation to recall the set-up of the **RMU**.
- **RMUs** are to be inspected by the center's AGM to ensure it is being maintained and cleaned properly. Cleaning products should not be exposed on the **RMU**.
- Enforce all visual standards on a daily basis.

Visual Merchandising

- All **RMUs** should provide 360° exposure to the customer. 12" of negative space for the fixture to the canopy of the **RMU** will provide the best lighting on the products.
- As you manipulate the products in an aesthetic appearance, you should allow gaps to increase visibility of the products through the unit. Creating a solid wall of merchandise gives the appearance of back-stocked inventory. Do not merchandise in the cash wrap area – this is for point-of-sale items only.
- Group items by color, style, size, and/or type.
- Do not hang more items on a hook than hang down vertically. If the items have to angle upwards to stay on the hook, or need a rubber band to keep them on, it is too full.
- Place an attractive, reasonable amount of product on the **RMU** that properly fits the space. Less can be more; meaning not all products should be displayed – a larger selection of items does not mean higher sales. Providing a chic, boutique appearance attracts the consumer. Mass merchandising is not visually appealing. Boutique merchandising is high-end presentation.



Props and Fixtures

- Generic acrylic display fixtures and frames should be avoided (acrylic is easily damaged and then never gets properly repaired or replaced). **Visual Merchandisers** must approve custom acrylic fixtures.
- Consistency of fixtures is imperative in presentation. In other words, all fixtures should match in color and style, and be well coordinated. White velvet fixtures should be avoided, as it shows dirt and wear easily.
- The canopy and columns of the **RMU** should be clear of all material, including fabric, tulle, net, foliage, etc. Avoid full covered pads and material for covering shelves and surfaces on the **RMU**.
- Display elements should have both height and depth; no gridwall should be used – acrylic slatwall is acceptable.
- Fixtures in the center of the **RMU** should not be one large solid piece; there should be a minimum of 4" to 8" gap between fixtures as a view part.



Operations



Signage Criteria

- No coroplast materials for signs – not visually professional.
- No banners are allowed on the **RMU**. Signage should be mounted on a sign holder (acrylic or metal frame). No signs should be hung, taped, or any permanent adhesive, as well as Velcro on the **RMU**. All signage should be clean and neat – no damaged signs.
- Keep personal items out of view (coats, purses, photos, shopping bags, etc.) No food or beverages should be visible on the **RMU**.
- Larger signs should be placed on the center of the **RMU** on a metal frame sign holder.
- Price tags should be printed – not and written. Price tags should be placed on the back or bottom of items. Colored priced tags are only for discount retailers for close out.
- Consistency of signage should be of professional fonts, colors, and quality of papers.
- Damaged sign holders should be repaired or replaced as soon as possible.
- Paperclips and packing tapes are not to be used for display or sign holder.
- Identifying signage shall include trade name of the **RMU** in the standard shopping center font
- Retailer shall contact the shopping center's Assisted General Manager to confirm desired trade name to be used as identifying signage.

- Retailer shall be responsible for providing any additional signs, such as sale and/or advertising graphics at their own expense. The size, style, and quantity of such signs and graphics must be submitted for review and approved by **Retail Reinvention**.
- Only professionally rendered signs are acceptable – no handwritten signs are permitted.
- Charge card acceptance signs may not exceed 3" x 5"; may not adhere to the **RMU** and MUST be in a frame.

Television and Monitors

- Any television or monitor in the merchandising plan must receive prior approval by the Mall Management Office.
- Televisions only 19" in size can be placed on the pylon area of the **RMU**. However, a minimum of 32" and maximum 37" size of a television should be on the center of the **RMU**, mounted on a Dual TV Panel Display.
- Sounds are permitted, but on a limited volume.



- ✓ Keep display and surrounding area neat and clean at all times.
- ✓ Keep personal belongings, such as jackets and purses, out of sight
- ✓ Keep storage drawers closed when not in use
- ✓ Re-stock product before or after business hours
- ✓ Keep cash wrap area free of clutter – office supply items should be stowed neatly in cash wrap drawer.

RMU Do's



If you are working with a Visual Merchandiser, please ensure you coordinate any new fixture needs with the mall management team and Visual Merchandiser before making changes to your unit. Photos will be taken to ensure all displays follow visual standards.

RMU Don't's

- ✗ Allow product, boxes, or bags on the floor or under the RMU, including trash receptacles and step stools.
- ✗ Allow additional off-RMU fixtures to be used
- ✗ Allow fixtures below the shelves
- ✗ Allow merchandise to be hung from the posts
- ✗ Allow signs, credit card stickers or return policies to be taped to the posts
- ✗ Tape, glue or staple anything to the RMU
- ✗ Allow additional lighting or flashing lights on the RMUs
- ✗ Allow holiday decorations on RMU, unless purchased by the mall as part of matching décor program that is standard for all units.
- ✗ Receive deliveries in the common area during business hours
- ✗ Allow drinking cup/bottles to be visible
- ✗ Don't eat/drink at the RMU

Maintenance

- In order to maintain the tidiness of the RMU to avoid any misimpression from the customer to your products, the retailer is responsible for the upkeep of the RMU, including cleaning and dusting exterior surfaces, as well as internal display and storage areas.
- Neglect or abnormal wear and tear that causes damage or replacement of equipment to the RMU will be at the sole cost of the Retailer.
- Any issues with maintenance of the RMU should be reported to the Mall Management Office.



Visual Merchandising Display Criteria



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