

SECTION: 4: Investigating Design Principles and Art Elements to Communicate Store Image and Build Profitable Retail Sales

Part 2: Checklists for Effective Displays

Part 2: 2-2 Ten (10) Common Sense Rules for Displaying

10 COMMON SENSE RULES FOR DISPLAYING

- Never display one remaining piece of an item (unless it is a one-of-a-kind, very exclusive, or represents the entire classification).
- Never mix sizes of coordinates or layered items.
- Always display the smaller size of a garment when available.
- Always position the display near the featured merchandise.
- Always accessorize in order to present the “total look.” Remember, sometimes “less is more.”
- Remember, merchandise comes first, but close behind is the idea (theme).
- Always pay close attention to the small details such as housekeeping, visible tickets, wrinkles, etc.
- Carefully choose an attention-getting device.
- Select merchandise that is new and newsworthy.
- Always select display techniques that enhance the merchandise and present a consistent store and fashion image to the target consumer.