

### ***Part 1: 1-3 Top or Vista Walls***

These walls are the second most important selling area in the store or department. Here again, color is the number one element to address and *line* selection follows closely behind or is second for merchandising and displaying product. *Balance* and *proportion* are the next essential elements to consider when planning the merchandise presentation in a large expanse of wall space.

The wall space must be divided into segments or parts and each of those segments should be merchandised with the same or a similar color scheme. Many times the segments are divided into four or five feet spaces. Usually an odd number (e.g., three to five) of spaces or segments are more interesting than even numbers. In the total area, there must be a *focal point* (i.e., center of interest) that immediately calls attention to the area. Ideally, the focal point should feature displayed merchandise and not props, graphics, or floral arrangements only.

For merchandising the area, one major fashion trend statement should be presented and as previously stated the merchandise should be arranged by color, product classification, and size. The fixtures in this area will more than likely be waterfalls and/or straight faceouts intermixed with shelves and straight hanging bars. These fixtures should be varied in both height and length to accommodate the length of product classifications being merchandised.

The major points to consider when merchandising the top or vista walls include development of a strong trend or fashion theme, establishment of an exciting color story, and creation of a focal point with no off-centered arrangements of merchandise classifications. Additionally, visual merchandisers must use line, balance, and proportion to their advantage when arranging the wall segments and merchandise presentation.

In summary, arrange the store or department with product classifications presented from the front to the back of the store. On the windows-on-the-aisle, position one major theme and the fashion and trend items. Always coordinate product classifications and accessorize for the total look. In the bread-and-butter segment, merchandise classic, volume, coordinated groupings, promotional items, and reduced or sale products. All of the merchandise should be arranged on capacity fixtures and grouped by color, light to dark and neutral to warm to cool; by product classification based on silhouette type; and by size from small to large. Lastly, the top or vista wall is the second most important selling area in the store. The area should be segmented with a focal point, should feature a major fashion trend and should be color coordinated and sized as all other areas.

Merchandise presentation by color will be expanded in *Part 2: Merchandise Presentation by Color*.