

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

Part 2: Checklists for Effective Displays

Introduction:

For evaluating the creative endeavor of the visual merchandiser, as well as the student merchandiser, the following two checklists, “15 Point Checklist for Displays” (Part 2: 2-1) and “10 Common Sense Rules for Displaying” (Part 2: 2-2) are provided.

Part 2: 2-1 15 Point Checklist for Displays

15 POINT CHECKLIST FOR DISPLAYS

- Does the merchandise or display --
 - Attract attention?
 - Build store and fashion image?
 - Assist customers in self-selection?
 - Present the “total look” depicting the target consumer’s lifestyle?
 - Inform the customer of the latest fashion trends?
 - Sell merchandise?

- Is the theme of the presentation –
 - Unique?
 - Timely?
 - Well executed?
 - Appropriate for season, type of store, and target consumer?
 - Conducive to selling merchandise?

- Is there a definite focal point in the display?

- Does the total presentation reflect appropriate balance and good proportions?

- Is there rhythm in the composition?

- Is the color scheme pleasing and appropriate for the season, fashion trends, and merchandise?

- Is there a proper amount of backup merchandise to support the display?

- Are the background and floor space, clean, appropriate, and enhancing to the merchandise and/or theme?

- Are the props appropriate for the theme and do they enhance the merchandise?

- Is the lighting adequate and does it call attention to the featured merchandise?

- Is the key idea presented concisely through proper signage?
- Is the merchandise or display changed every week or every two weeks?
- Is the arrangement of merchandise, fixtures, and props different from those in recent displays?
Is there something new, exciting, and different happening?
- Does the overall display presentation enhance the merchandise featured?