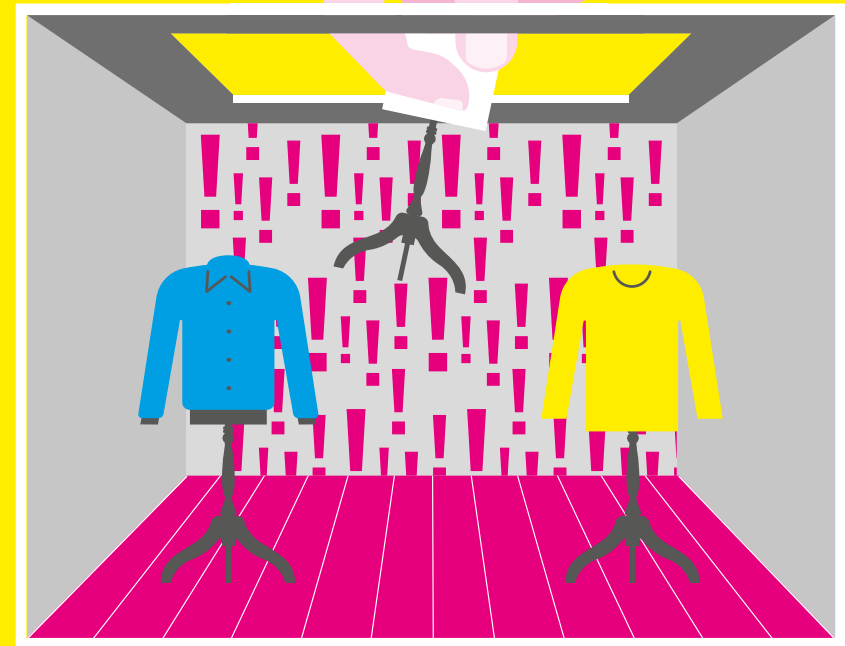


FASHION LONDON

## LESSON 9: THE STORE ENVIRONMENT

In this session you will:

- ♦ learn different visual display techniques
- ♦ mock up a shop window display in a shoe box.



## CAREERS THE STORE ENVIRONMENT IN THE REAL WORLD





## DISCOVER: REGENT STREET SETTING THE SCENE



Regent Street is the world's top-ranking 'Mile of Style' shopping destination.

Many of the shops are flagship stores for leading brands.

Regent Street attracts about 7.5 million tourists each year.

Shops first opened on the curved street in 1825.

Regent street gave birth to window dressing – we now call this 'visual merchandising'.

Visual merchandising became an art, as retailers competed with one and other to showcase the new and exotic goods imported from abroad.

Window displays allowed customers to shop before entering the store.



Today, Regent Street still embraces this wonderful characteristic and boasts some of the most exciting and creative window displays.

ABOVE: REGENT STREET IN 1837  
AND IN PRESENT DAY



## DISCOVER: LIBERTY OF LONDON SETTING THE SCENE continued

**Liberty of London** is just off Regent Street.

It is a national treasure and a quintessentially British department store that sells luxury brands.

Liberty has a reputation for its expertise in the art of visual merchandising.

It's not just windows – visual merchandising transcends through the entire shopping experience. As a retailer, connecting with customers is about the journey through every aspect of the shop.

This experience is carefully thought through on every level by the Liberty's branding and merchandising team.



## DISCOVER: VISUAL MERCHANDISING SETTING THE SCENE continued

Visual merchandising is the presentation of a store and its products to attract the attention of potential customers.

### It involves:

- ♦ decorating the store
- ♦ placing products in such a way that they appeal to the customers, and
- ♦ keeping the interior presentation in line with the promise of the windows and the shop front.

### Skills you need:

- ♦ the ability to create new designs
- ♦ planning
- ♦ artistic knowledge, and
- ♦ understanding of store design.



*Liberty London is given graffiti makeover by street artist Endless*



*Behind the Scenes: The Little Liberty Windows*

## DISCOVER: VISUAL MERCHANDISING SETTING THE SCENE continued

### Further resources

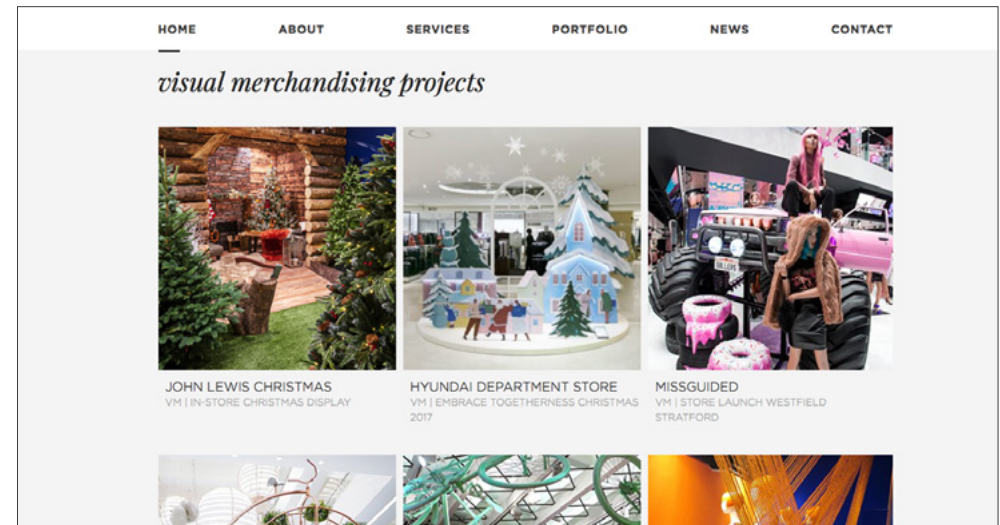
Culturetrip.com

*The Shops With The Most Iconic Window Displays In London*



<https://theculturetrip.com/europe/united-kingdom/england/london/articles/the-shops-with-the-most-iconic-window-displays-in-london/>

Retail design agency Propstudios:

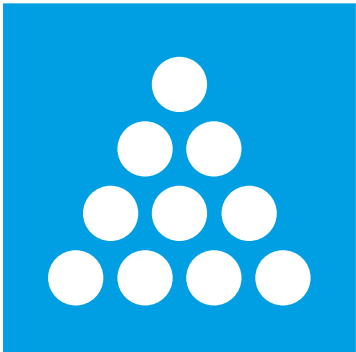


[www.propstudios.co.uk/visual-merchandising/](http://www.propstudios.co.uk/visual-merchandising/)



## DISCOVER: IDENTIFYING VISUAL MERCHANDISING TECHNIQUES ACTIVITY 9A

### PYRAMID



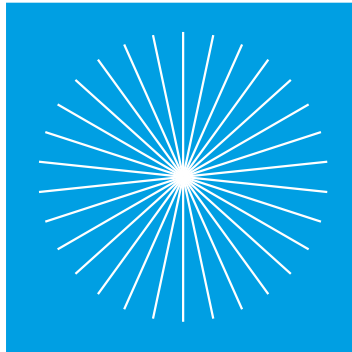
Producing a perfect sense of balance.

### REPETITION



Repeating similar elements placed at the same point – or perhaps repetition of colour, text, shape, form or texture.

### RADIATION



Straight lines which either converge or diverge from a central point – like spokes of a bicycle wheel, petals or the sun's rays.

### STEP



A variation on the pyramid format. We can use the step to show product at differing heights; normally visual merchandisers use three steps.

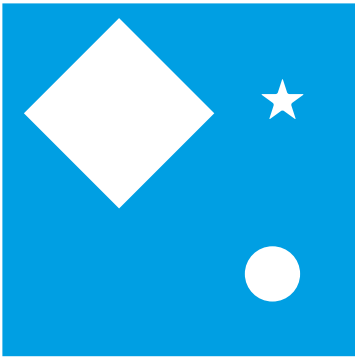
[MORE ON THE NEXT PAGE](#)



## DISCOVER: IDENTIFYING VISUAL MERCHANDISING TECHNIQUES

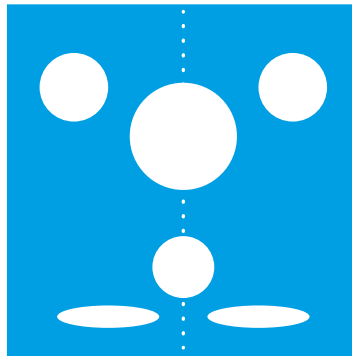
### ACTIVITY 9A continued

#### SPACE



The space between or around products is very powerful.

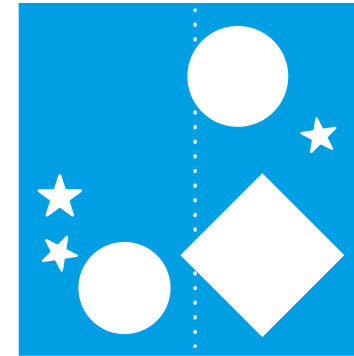
#### SYMMETRY



The simplest form of balance – a type of mirror image.

NOTE: Symmetry can be monotonous if applied everywhere.

#### ASYMMETRY



In its simplest form asymmetry can be created by placing a large object next to a smaller one of similar type.

Using asymmetry in a product presentation allows for many more variations of balance.





## DISCOVER: IDENTIFYING VISUAL MERCHANDISING TECHNIQUES

### ACTIVITY 9A continued

Identify the layout techniques used in this window.



HERMÈS WINDOW  
courtesy J Baker



## DISCOVER: IDENTIFYING VISUAL MERCHANDISING TECHNIQUES

### ACTIVITY 9A continued

Identify the layout techniques used in this window.



CHRISTOPHER KANE  
Picture: courtesy J Baker



## DISCOVER: IDENTIFYING VISUAL MERCHANDISING TECHNIQUES

### ACTIVITY 9A continued

Identify the layout techniques used in this window.



ISABEL MARANT WINDOW

Picture: courtesy J Baker



## DISCOVER: IDENTIFYING VISUAL MERCHANDISING TECHNIQUES

### ACTIVITY 9A continued

Identify the layout techniques used in this window.



SELFRIDGES WINDOW  
Picture: courtesy J Baker

## DISCOVER: IDENTIFYING VISUAL MERCHANDISING TECHNIQUES

### ACTIVITY 9A continued

Identify the layout techniques used in this window.



SELFRIDGES WINDOW

Picture: courtesy J Baker

## DISCOVER: IDENTIFYING VISUAL MERCHANDISING TECHNIQUES

### ACTIVITY 9A continued

Identify the layout techniques used in this window.



SELFRIDGES WINDOW  
Picture: courtesy J Baker



## DISCOVER: ANALYSING WINDOW DISPLAYS ACTIVITY 9B

Look at this window and analyse the content:

How many products can you see?

How many props can you see?

Why do you think they use props?



## EXPLORE: FIELD TRIP TO REGENT STREET AND LIBERTY ACTIVITY 9C

Identify a set of windows that show:

### PYRAMID DISPLAY REPETITION STEP

Choose 3 windows and explain:

- ♦ What is the shop selling?
- ♦ Who is the intended customer?
- ♦ Why is the display effective?

Take photographs to use as inspiration for your own window design.







## EXPLORE: FIELD TRIP TO REGENT STREET AND LIBERTY

### ACTIVITY 9C continued

IMAGE, DRAWING OR DESCRIPTION	REFLECTION
<p>Photograph/ draw or describe a minimum of 3 store windows that interest you on Regent Street</p>	<p>Would the window make you go inside and buy products? What does the store sell ? Who is the target customer?</p>
<p>WINDOW 1</p>	
<p>WINDOW 2</p>	
<p>WINDOW 3</p>	



## CONNECT: CREATE A 3D DISPLAY ACTIVITY 9D

In groups or as individuals design, build and create a 3D Visual Merchandise structure. Use an old shoe box as a base (or another available box).

**Use your concept board from Lesson 3 to develop a concept for the window display.**

Use a drawing or photograph of your t-shirt/ product from Lesson 5.

Use 3D model-making techniques to explore dimensions and composition.

Photograph the different stages.

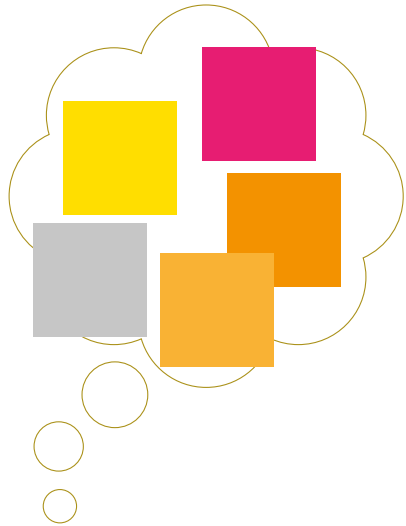
**Alternatively, this could be done 2D with images and collage.**



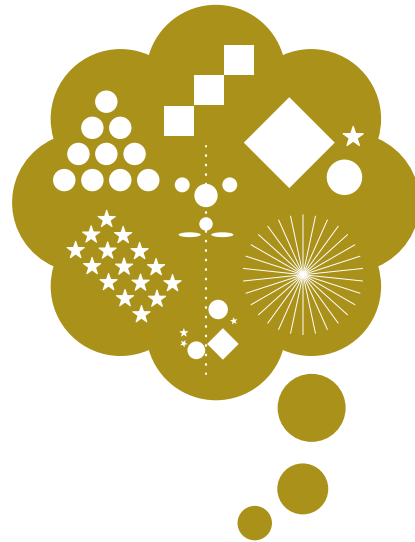


## CONNECT: CREATE A 3D DISPLAY ACTIVITY 9D continued

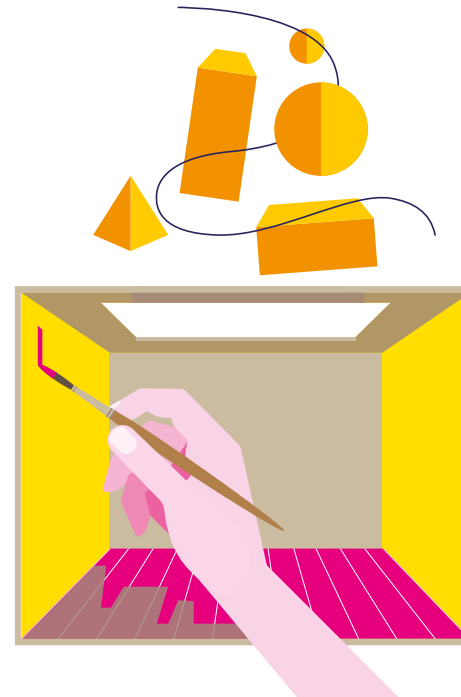
**1**  
Decide on theme and colours



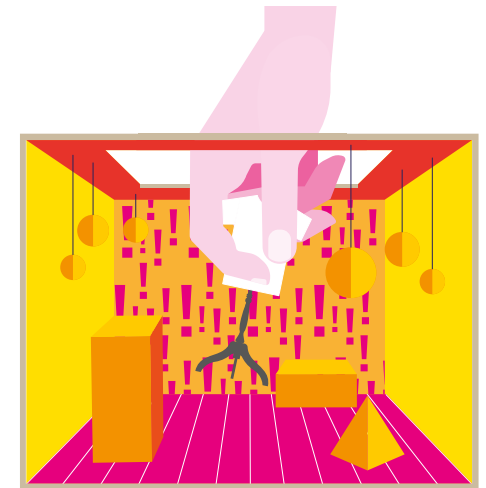
**2**  
Refer to the suggested display methods



**3**  
Create props and paint the inside the box



**4**  
Arrange the props and picture (or model) of the t-shirt/ product.



### Note

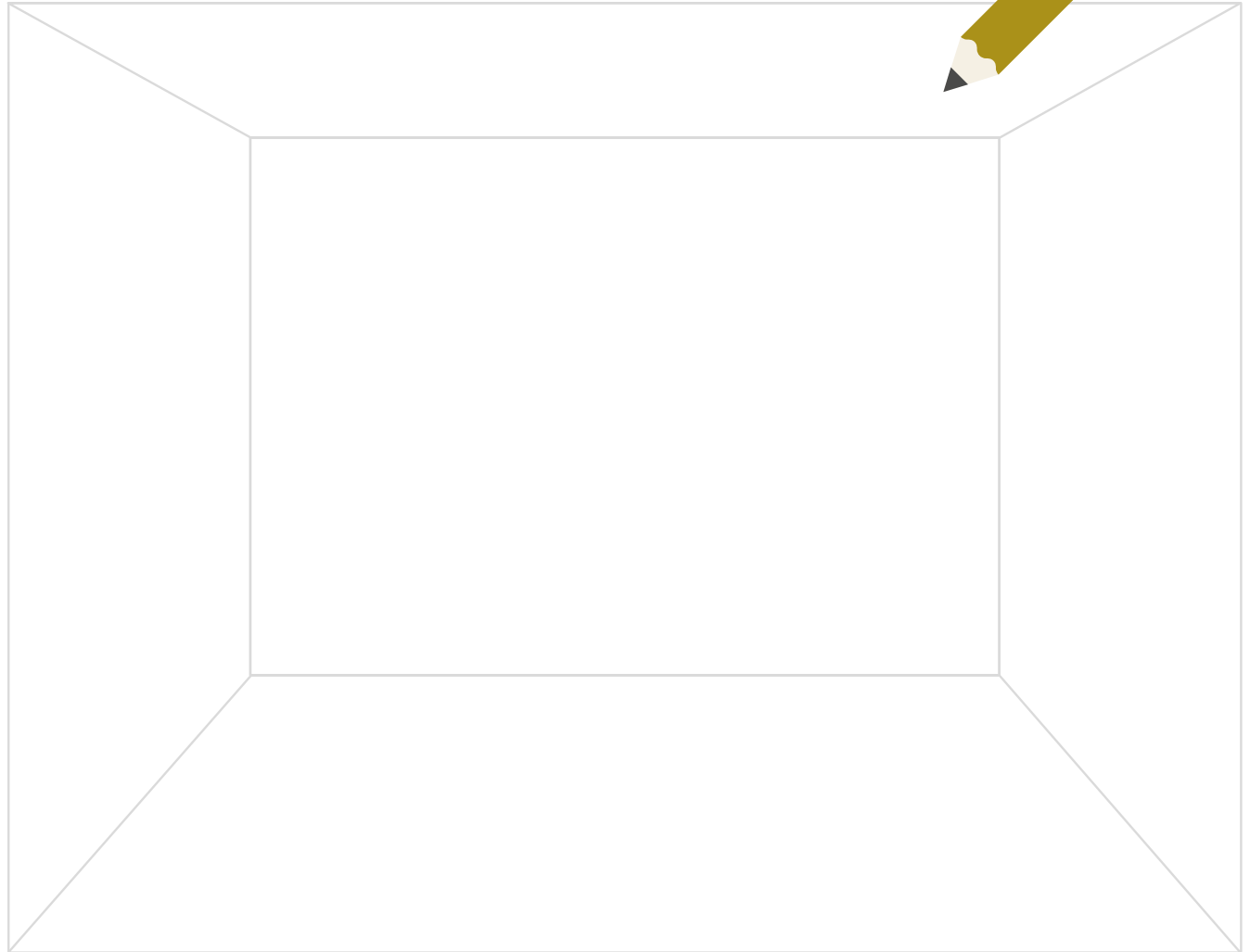
If you make small holes in the top of the box – props and product can be hung from the ceiling of the box.

Why not try a number of different versions?



**CONNECT: CREATE A 3D DISPLAY**  
**ACTIVITY 9D** continued

Alternatively, the display could be created in 2D with images and collage







## CONNECT: THE FINAL PRESENTATION ACTIVITY 9F

In the fashion business world, you are often asked to present your ideas to others. Presenting is therefore an important skill to learn.

Your weekly activity in your blog or worksheets will help you with your end of nine-lesson session presentation.

### At the end of lesson 9:

Present your box to the class in a group or as individuals. You should aim to show how your box relates to:

- ◆ Your brand logo and tagline
- ◆ Your target customer
- ◆ Visual merchandising techniques and placement of your own product (t-shirt)

**The aim of your window idea is to increase sales.**

### At the end of the nine-lesson session

As part of the final end of session presentation, you will need to include:

- ◆ Brand name, logo and mission statement
- ◆ Outline of target customer and brand competitors
- ◆ Direction of the fashion range – trend
- ◆ Cost of the products and what products you offer (for example: mens, womens, sports)
- ◆ Press release and photographs
- ◆ Visual merchandising box

**You should finish with a statement saying why your brand will be a success.**





**CONNECT: PERFORMING AND EVALUATING**  
**ACTIVITY 9G** (Applies to Option 1 of Activity 9F)



**If you WATCHED the presentation:**

- ♦ Did you enjoy the presentation?
- ♦ What did you like most about the presentation?
- ♦ Was the 3D display effective in getting you excited about the brand? Why?

**If you GAVE the presentation:**

- ♦ How did you feel the presentation went?
- ♦ What went well when presenting?
- ♦ What could have been improved on when presenting (consider: speed of delivery, images used in the slides, content)

**Evaluate your progress in your workbooks or your blog space.**



## CONNECT: LESSON REFLECTION WORKSHEET ACTIVITY 9H

Reflecting on the lesson will help you better understand what you have learnt. Take time to answer the questions and reflect on your learning experience.

1. What did you learn about visual merchandising?

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2. What new skills did you learn?

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3. What did you enjoy most?

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4. What skills would you like to develop?

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HOW WELL DID YOU...



Focus in the class?

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How well did you identify different window display shapes?

---

How well did you work on tasks in class in a group?

---

How well did you work on the window display box task?

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