



# PRACTICE TACTICS: MERCHANDISING & STORE DESIGN TIPS





What area of your dispensary generates the most profit? We are certain it's not the annual patient eye exams; it's the products you sell in your dispensary. Want your products to move faster? Then why not merchandise and market your dispensary like a retail store?! A consistent merchandising program and exciting shopping environment can increase traffic, create buzz advertising for your business and generate more sales.

With a market saturated with competitors, your optical business can no longer rely on price differentiation alone. Your practice must enhance customer value through exceptional service and the overall experience. According to author James E. Dion, customers are looking for an alternate reality. They desire "temptation, attraction." This means you must create a memorable impression that encourages the customer to buy and come back again and again.

From layout to lighting to scent and signage...in the next several weeks, A&A will help your dispensary master the art of merchandising and enhance your customers' experience with A&A's noteworthy series of PRACTICE TACTICS: Merchandising and Store Design TIPS.

## TIP #1: DESIGN – PRACTICE PERSONALITY



Below are pictures of an Alexander Nowotny optical shop design in Hague, Netherlands. Hofstede Optiekshop is open and spacious and is reminiscent of an ocean floor or galaxy. The eye catching retail space is sure to attract potential and current customers alike.

Illustrate your businesses' unique individual style to distinguish yourself from competitors. What is your story? What is your style? Is your practice personality High Tech, Conservative/Traditional, Natural, Sophisticated, Luxury/High End, Edgy Trendy? Who shops in your practice? Does your look and feel relate to your existing clientele?

Tips for Finding your Brand Personality:  
<http://bit.ly/iAeW1A>

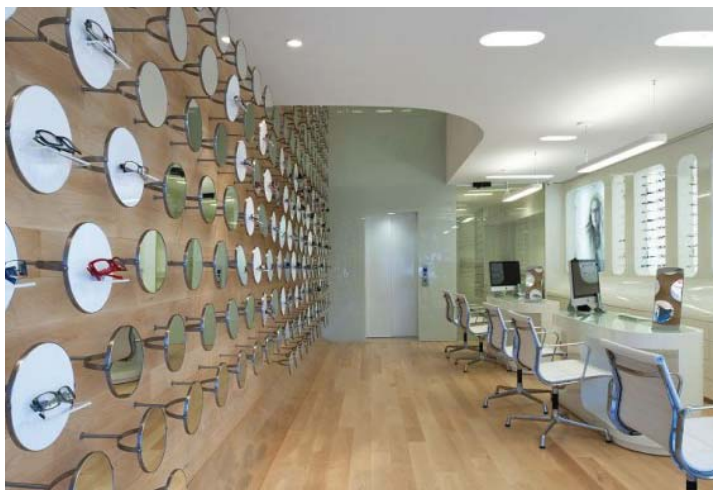
25 Steps to Create and Build Your Brand:  
<http://bit.ly/l2GsdF>

Store design can be your best source of advertising according to retail how-to-book author James E. Dion. A compelling design that carries your brand personality message throughout the space could be the reason for initial contact. Be sure to create a unique and comfortable environment that connects with your shoppers. Stand out from the competition while presenting a look that is a definitive representation of your practice's brand personality and identity.

Eyewear is considered a fashion accessory. It's critical to look fashion forward regardless of your clientele.

Each different component of your practice can affect the customer's perception of your business. Your brand story should be carried through every aspect of your space: signage, merchandising, lighting, use of color, flooring and fixtures. A good example of this concept is the modern, open and inviting environment, architect John Lum created to enhance Dr. Holbert's high end eyewear products. All fixtures and architectural elements were custom designed to contain an 'eye shape'. The same shape was repeated throughout the shop in the ceiling, tables, walls and seating.

## TIP #2: CONVENIENCE AND EASE OF SHOPPING



Design your store layout to make it easy for customers to find what they need and help themselves. Make sure you have mirrors around each product display area and use product information whenever possible. Create “product talkers” (shelf talker) which describe unique features or characteristics of your products. This will aid a more informed customer who will be more inclined to try the product and create more productive dialogue between you and your customer.

This optical shop design in Beja, Portugal utilizes mirrors in a unique way. Picture Courtesy of zeospot.com

## TIP #2: CONVENIENCE AND EASE OF SHOPPING (PART 2)

Create “product talkers” (shelf talker) which describe unique features or characteristics of your products. Check out Best Buys ‘product talker’ which contains informative product info and a QR code which allows the customer to retrieve more in depth product information from their smart phone.



## TIP #2: CONVENIENCE AND EASE OF SHOPPING (PART 2)



Create an open floor plan using smaller fixtures which organize product into lifestyle or brand categories and open the sight lines across the floor space.

If your floor space allows, create a small sitting area so that your customers and their companions are comfortable. Have a place where the companion can sit, read your product material, watch a video about your products or practice.

Invest a little in a water dispenser or self-serve coffee maker for your waiting area. It’s these little things that make a big difference.

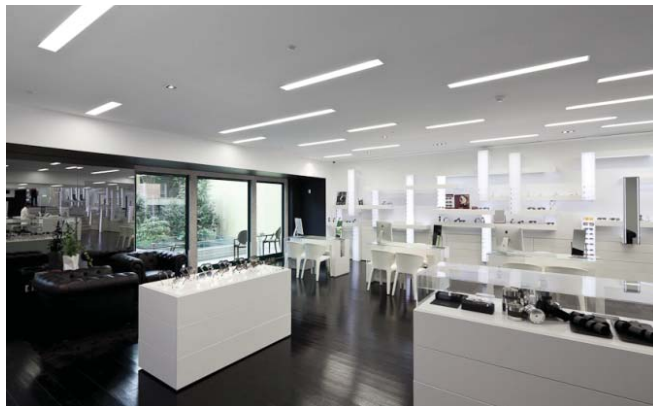
Eye Carumba Optometry, San Francisco. Photo courtesy of John Lum Architecture.

### TIP #3: LAYOUT OF THE LAND

Plan to arrange the things in your retail space to create order and establish a pathway to lead your guests through the space. By creating traffic patterns you can form a strategy for placement of product according to your layout. Every square foot is vital so think about maximizing your sales for each foot.

Follow these 6 simple steps to plan and analyze your optical shop's layout utilizing a retail approach.

[http://www.ehow.com/how\\_89253839\\_make-store-layout.html](http://www.ehow.com/how_89253839_make-store-layout.html)



Andre Opticas, Optical Store in Lisbon, Portugal. Simple geometric shapes form horizontal and vertical planes divide the floor space and walls.

### TIP #3: LAYOUT OF THE LAND (PART 2)

According to author James E. Dion, customers are generally drawn to the following areas:

- Entrance area



Photo Courtesy of John Lum Architecture.

- Right side of the store: More than 90% of customers will turn right upon entering a store. Place your fixtures for your best items within the customer's sight as they turn right.
- Prime real-estate: Center of Store. Place your display units for your best offerings and impulse items here. At the center of this optical shop are eye-level displays with featured frames.





- Checkout area: This is your last chance to catch your patient’s attention. Place fixtures near and around this area. You may showcase accessories, maintenance products, and impulse items. Think of small items people may forget – cases, cleaner, and frame accessories.

### TIP #3: LAYOUT OF THE LAND (PART 3)

John Lum, architect, termed visual clarity as an important facet of store layout. Merchandise your shop so that your customers and guests focus is on your product. He recommends:

- Categorize and separate eyewear into sections so that your shoppers can get a ‘visual break’
- Use modular floor fixtures which can be easily moved to create a fresh look
- Limit the amount of product on display, too much product will confuse and clutter

John Lum used this method to break up the product and floor space into manageable, visual bites: small wall sections and table displays set at eye level and below eye level. Use of backlit mirrors and plex walls give the illusion of openness. Repetition of the same shape and colors in fixture and wall treatment provide visual unity in the space.



Dr. Holbert's, San Jose optical shop, courtesy of John Lum Architecture.

## TIP #4: FRONT RUNNERS: YOUR STORE FRONT

Your store front window especially if it is glass is your book's cover. Make your store front reminiscent of your brand's personality, memorable and inviting. The Retailer's Advantage suggests setting a mood that matches the mood your customers want to experience after buying from you. Remember, to the customer, a new pair of frames is not to fill a new script; it is an accessory, an indicator of fresh style and attitude.



(Photo, Kirk Originals, London Flagship) Kirk Originals combined movement and a unique juxtaposition of shapes into their window display. Lenticular printed eyes suspended in store front window wink and blink at passersby.

## TIP #4: FRONT RUNNERS: YOUR STORE FRONT (PART 2)

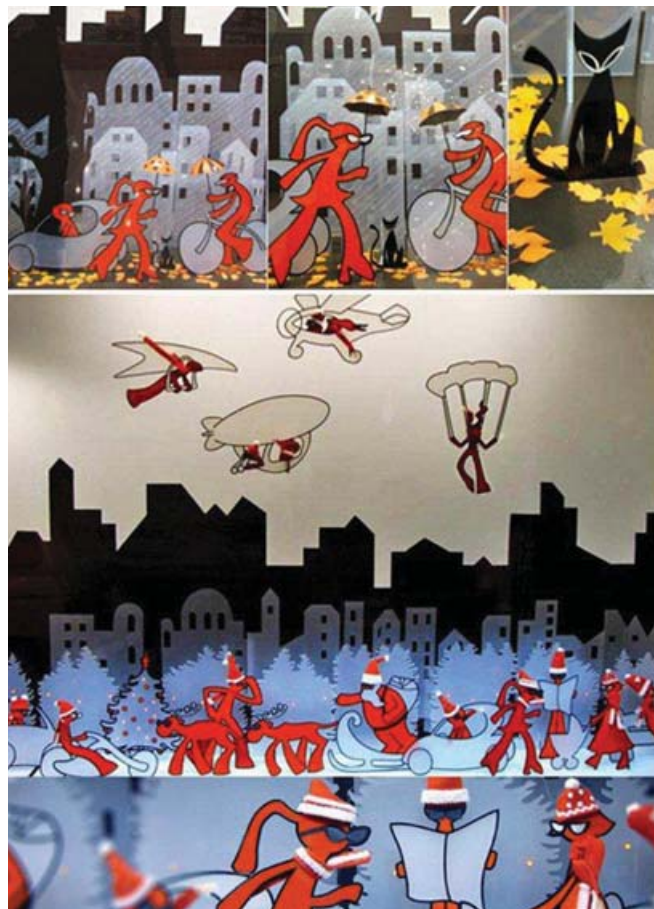
### *Location. Location. Location.*

Make sure to evaluate your location. Is your location along a busy street where cars are buzzing by? You may need large scale graphics reflecting your unique products and clean signage/logos to attract the eye. If your location is in a mall or office building where people are walking by you can be creative with your display windows and add more detail.



Diopta Optical Shops in Belgrade, Serbia. Skills Division created a unique, visual identity for optical chain, Diopta. Through the use of vivid colors, animated illustrations, and a 3-dimensional man stepping through the store front and onto the busy sidewalk.

Use of the unexpected. Diopta's seasonal window displays, for fall and holiday, use bright brand colors and 'man with glasses' character to catch attention. Photo courtesy of Behance Network, [www.behance.net](http://www.behance.net)



## TIP #5: LESS IS MORE

*“Sight isn’t just a word, or a name, but our window to the experiences of life. And Sight Optical Boutique is all about experiencing life from different perspectives. Our lively atmosphere, eclectic and hard to find eyewear collections and overall love of life will be evident from the moment you walk in the door”.*

In a well-designed and inviting practice each product has its own place. Avoid clutter to create a clean and upscale look. We asked John Lum, John Lum Architecture, what his design challenges were when working with eyewear:

- **Most optical shops are ‘over merchandised.’** Too much product is on display which can be overwhelming if it’s not organized into meaningful sections. Pare down to a minimum number of product styles on display in each category.
- **Doctors need to see their product as a high-end, personalized, item.** Every patient that orders from you will walk out your door with their own customized piece of eyewear. Less is more, when it comes to merchandising eyewear product.
- **Categorize eyewear into sections so that the viewer’s eye will get a ‘visual break’.** Follow best practices in retailing by utilizing cross-merchandising; mix categories to show the extensiveness of your product and organize product into meaningful themes. Feature a “lifestyle” or “activity” and merchandise products around that theme in order to capitalize on multiple-pair sales.
- **High end product needs to be displayed in a special, high end, customized environment which communicates your practices brand.**



Copyright: Van Duinen Photographic Inc.

Photos courtesy of Sight Optical, <http://sightopticalboutique.com> Sight Optical in Grand Rapids, Michigan uses a gallery-like atmosphere placing emphasis on individual frames by displaying them in windows reminiscent of portholes.



## TIP #6: IN THE BEST LIGHT



Make sure your product is well lit and that the lights are adjusted to bring out the best features in your products.

Good lighting is the key to drawing customers in. Great lighting can make your frames and customer's faces glow and bring colors to life. Lighting sets a mood but can also be used to enhance the product and the customer wearing the product. Lighting can direct eyes to certain displays and to product details. Be cognizant of the shadows that may be cast with lighting.

## TIP #6: IN THE BEST LIGHT (PART 2)

If you're on a limited budget, lighting is a relatively inexpensive change that will make a great impact. Ceramic metal halide lamps are high quality, have a long life, provide good color and energy efficiency and can be used in wall displays, accent lighting and general lighting areas.

Lighting types:

- **General Lighting:** Ambient light creates a uniform layer of illumination throughout the space, and is usually fixed. Consider florescent lights with louvers and recessed metal halides.
- **Accent Lighting:** Accent lighting is usually adjustable and draws attention to specific displays, product features, shapes, color, textures. Consider track and spotlights.
- **Wall lighting:** Consider backlit display lighting which creates a soft light behind products and wall washers for even lighting over large wall areas.



The sleekly stylized sunglasses shop at Wynn Encore displays one-of-a-kind designer shades on spot-lit, glass-topped pedestals. Backlit acrylic panels create a dramatic focal wall behind the point of sale, and perimeter walls in the consultation area contain 88 delicate, brushed metal niches with concealed, fiber-optic light bars from Visual Lighting Technologies. Freestanding displays internally illuminated, showcasing products on one side and revealing photographic transparencies on the other. Photos courtesy of Sean Hennessy, <http://portfolio.seanwich.com>



## TIP #7: ATMOSPHERICS

Embrace all the senses by adding music, video, color and scent to enhance the customer experience. Atmospherics will stimulate your customers' perceptual and emotional responses, influence their behavior and how long they will stay in your practice.



The main dimensions of atmosphere are:

- Layout
- Visual (color, brightness, lighting, size, flooring)
- Aural (volume, rhythm, crowding)
- Olfactory
- Tactile (softness, temperature)

When designing your practice, be sure to design for visual appearance (sight), design for a feel of environment (olfactory), design for self-concept, store perception and reputation (status, and esteem), design for merchandise touch (tactile).

These businesses offer affordable solutions to enhance your businesses sensory experiences and cater to many types of businesses including medical and boutique.

<http://moodmedia.com>

<http://musak.com>

## TIP #7: ATMOSPHERICS (PART 2)

### Set Your Brand to Music (Aural)



Background music can have a subliminal effect on unknowing customers, influencing the speed at which they shop, their willingness to buy and the experience they take when they step out of the store.

“Your hearing is one of your senses, so having music that taps into your senses is just as important as the lighting and the fixtures and the clothing,” says Christy Noel, vice president of marketing for Los Angeles-based DMX Music, which has created sound environments for such retailers as American Eagle, Abercrombie & Fitch, Coach and Kenneth Cole.

Source: <http://www.allbusiness.com/retail-trade/miscellaneous-retail/4165003-1.html>

Make sure to choose music that communicates your brand and that it is consistent throughout your practice - in your on-hold message, in your waiting room and in the doctor's office.

The Effects of Music in a Retail Setting: <http://faculty.bschool.washington.edu/ryalch/Research/atmo-sphe.htm>

### **The Harmonious Effect of Music**

According to Musak, when music is used in a shopping experience, owners can see

- An increase in customer loyalty
- Increased spending as customers linger at your retail store
- Reinforced brand identity

Hard Rock is a good example of matching music to your culture.

<http://www.hospitalityworldnetwork.com/music/match-your-music-with-your-culture>

<http://musak.com>

## **TIP #7: ATMOSPHERICS (PART 3)**

### **The Sweet Smell of Success (Olfactory)**

The link between odor and human emotion was first recognized by Sigmund Freud. Anatomically, the nose is directly connected to the emotional and memory centers of the brain. According to Alan Hirsch, a neurologist and director of the Smell & Taste Treatment and Research Foundation in Chicago, smell skips the rational filter in the brain. "The olfactory system is a pure emotional sense," he says (Cleveland.com).

Real estate agents bake cookies during an open house to create the feeling of 'home' and ultimately increase sales. Why not enhance this olfactory sense in your optical practice in order to increase sales?!

Some interesting facts about Scent, courtesy of moodmedia.com:

- Scent is the closest sense linked to memory.
- The average person is able to recognize over 10,000 scents.
- Tests show a 40% improvement in our mood when exposed to a pleasant fragrance.
- Everyone has their own unique odor identity or smell "fingerprint."
- A woman's sense of smell is keener than a man's



Using aroma in a practice helps create an environment that will be remembered long after the customer leaves your practice. Make sure to release a fragrance that is almost subliminal and never over-powering.

## **TIP #7: ATMOSPHERICS (PART 4)**

### **A Sight For Sore Eyes**

Enhance the visual perception of your practice throughout your space, from windows to in-store displays, signage, layout and store design. All the different aspects of the practice must convey the same message.





Oliver Peoples Optical Shop (Los Angeles, CA) portrays a futuristic theme in the fixtures and store design. Ilan Dei Studio utilized three elements of white, ash wood and mirrored chrome to create a clean look.



Oliver Peoples Optical Shop (Los Angeles, CA) portrays a futuristic theme in the fixtures and store design. Ilan Dei Studio utilized three elements of white, ash wood and mirrored chrome to create a clean look.

## TIP #7: ATMOSPHERICS (PART 5)

### Touch Enhances Perceived Value

Value may be subjective, but perception of the value is knowledge that is acquired through our senses. Much like with the other senses, to have an effect on the perception of value, practices may appeal to customer's sense of touch.

According to Melanie McIntosh (Inspire Retail Solutions), "Touch is very important to perception. Customers want to touch before they buy. Products need to be accessible to customers to touch, try on, experience."



Be sure to make your frames accessible to the human touch. As an accessory, customers want to try the frames on and test out different looks. Practices with locked display cases need to focus more energy on sales and service, because customers will avoid asking for the cases to be opened.

In addition to the product, enhance the sense of touch with texture around your practice. Displays, trim, décor and fixtures are additional sources of touch the customers will react to. Textural display themes may relate to the frame style. For example, structural glass and stainless steel may enhance the look of modern, male frames.

## **ATMOSPHERICS FINAL NOTE**

Think about your own business. Make a few quick lists:

- What are the values of your target market?
- What values are your products aimed at?
- What can you do to enhance the perception of these values through one of the five senses? Sight, Touch, Smell, Sound and Taste.



## TIP #8: INCORPORATE FENG SHUI



Continuing on the premise of atmospherics, Feng Shui incorporates all the elements of the senses and more in a harmonious way. Often called the art of placement, the ancient Chinese practice literally translated as “wind” and “water” is an attempt to maximize the beneficial movement of chi (universal life force).

According to Rodika Tchi of About.com, the right application of feng shui can help businesses attract more customers, more sales and create a better mood for employees. In retail, Feng Shui helps create an experience for shoppers.

## TIP #8: INCORPORATE FENG SHUI (PART 2)

Rodika Tchi of About.com suggests the following simple changes:

- Create good energy by incorporating several levels of lighting, good music, vibrant scents and rearrange or change your displays regularly.
- Create an exploration feel for customers. This means creating an adventure for customers by creating different pathways in your store, creating several independent areas with different energies (colors, lights, smells, heights and shapes, etc.)



This bright and colorful optical shop plays with both shape (octagon) and color to create several independent display areas with different energies. The customer is sure to have an adventure exploring.

Respect your customers sense of independence and curiosity. The best retail stores allow customers to explore things in a variety of ways - touch, smell, sight, etc without needing to ask for help.

Spread out the beautiful items, or pair them in unexpected ways. In other words, jazz up the store!

## TIP #8: INCORPORATE FENG SHUI (PART 3)

Retail Recipe for Great Feng Shui

Terah Kathrun Collins makes these suggestions:

- Everything is alive. Since things are essentially alive with the thoughts and feelings we associate with them create a shopping environment that prompts the chatter inside shoppers heads to say things like, ‘I really love the lighting in here; oh, I love that color; etc.’
- Everything is Changing. Change causes customers to buy new things to keep their lives fresh and interesting. As your merchandise changes, new things intermingle with existing stock and something new is always being highlighted. Switch up your displays to keep things interesting.
- The Five Elements Utilize the five elements of Wood (i.e. furniture, plants or textiles), Fire (i.e. lighting), Earth (brick, tile, ceramic accessories, and landscape art), Metal and Water (water features, reflective surfaces, free-form shapes).



Carine Van Bossele Opticians min Belgium is full of interesting and unique touches of the five elements of feng shui. The interior design blends modern and Asian style integrating color, reflective material and Asian artifacts (tapestries and sculptures) into the frame displays. The final look features the frames as an art piece on display in a museum.



The shop features more of the five elements in the garden where customers can enjoy more beautiful architecture and décor while scoping out some new specs.

For more Feng Shui suggestions, visit [http://www.westernschooloffengshui.com/pdf/Feng\\_Shui\\_Retail.pdf](http://www.westernschooloffengshui.com/pdf/Feng_Shui_Retail.pdf)



## TIP #9: INTEGRATE LIFESTYLE INTO THE DISPLAY

According to Lauren Shaw, visual merchandising coordinator for Louis Vuitton in North America: “The idea of a lifestyle is vital to any brand. You must distinguish yourselves from others – make them live your experience.”

Tell a story and romance your product through frame displays. Through display lifestyling you can provide your customers examples on how the product will fit their life, emphasize frames attributes that fit the activity and usefulness and illustrate how to accessorize to complete a ‘fashion look’. Utilize photos which reinforce the frames lifestyle story. Incorporate props and cross-merchandise product (read more about cross-merchandising later this week). Feature a few frames with fashion accessories to emulate a particular style or hottest trend or color(s) of the season.

Much like you stage a home before selling, you must stage your eyewear so the customer can envision themselves in your product which matches the activities they enjoy and style they see themselves wearing. Happy Staging!



This interesting display, featuring sunwear alongside sea shells, hibiscus flowers and fish brings the summer season to a store’s shelves. Photo Courtesy of *The Optical Vision Site*.

## TIP #9: INTEGRATE LIFESTYLE INTO THE DISPLAY (PART 2)



L.a.Eyeworks has a cross-merchandising program with a local upscale shoe shop. Photo courtesy of Eyecare Business

Don’t be afraid to Cross Merchandise Telling a complete story with complimentary merchandise is a great way to increase impulse and add-on sales.

According to Eyecare Business (“Thinking Outside the Box” by Erinn Morgan), cross-merchandising and cross promotional strategies can be applied at both chain and independent optical locations. Retail giant Wal-Mart cross merchandizes its optical products with Back to School items.

In another example provided by Eyecare Business, Wy’east Optics (Oregon) carried Oakley accessories in addition to the brand’s sunglass and ophthalmic eyewear.

The owner saw many eyewear customers purchase Oakley accessories as well as an increase in customers drawn into Wy’east by the Oakley goods.

To read more of the Eyecare Business article, visit: <http://www.eyecarebiz.com/article.aspx?article=101378>

## TIP #9: INTEGRATE LIFESTYLE INTO THE DISPLAY (PART 3)

More ideas to integrate lifestyle:

- Incorporate props: For added interest, you can add props. Look around your house for items that you can use to create an interesting brand story.
- Use of mannequins or forms: Display forms add an additional dimension of interest to display areas. With forms you can illustrate an entire look or fashion story which coordinates with the eyewear. Everyone relates to the human factor in life.



These colorful glasses are displayed among a palette of colored tennis balls which place emphasis on the frames sporty style and bright coloring. Photo courtesy of Review of Optometric Business.



## TIP #9: INTEGRATE LIFESTYLE INTO THE DISPLAY (PART 4)

### Storytelling based on Lifestyle

According to Paul Olszewski, director of (flagship) windows for Macy's, storytelling is important throughout the year, not just around the holiday season. "The windows themselves are a series, effectively offering a subliminal story.

Lauren Shaw, visual merchandising coordinator for Louis Vuitton in North America, believes displays must "take people on a journey."

To read more from this article, visit: <http://www.paveinfo.org/images-magazine/StylusVisual%20Merchandising.pdf>

In the spirit of storytelling, consider the end use of the eyewear and the lifestyle of your customer. What activities will the customer enjoy while wearing their eyewear?



This display depicts multiple personalities and lifestyle choices. The female mannequin on the left is headed to a formal dinner party. The mannequin in a tie is a distinguished businessman with eyewear needs for work. Share your creative story for the mannequins...



## TIP #9: INTEGRATE LIFESTYLE INTO THE DISPLAY (PART 5)

Consider this potential breakdown of different lifestyle categories:

- Is it for a night out (dressy styles)? If the product is a dressy style, consider merchandising the product accordingly. Take note from Jimmy Crystal New York.



- School?
- Work (computer frames)?
- Weekend Fun (play and sports)?



- Daytime outdoor activities?



Left: This display integrates a life-size scooter and mannequin to portray the free-spirited, trend-setting lifestyle of the sunglass brand.

Right: Fun in the Sun. Shannon Vision Eyecare in Texas Photo Courtesy of Shannon Vision Eyecare.

With an answer in mind, stage the frames according to the appropriate lifestyle.

## TIP #9: INTEGRATE LIFESTYLE INTO THE DISPLAY (PART 6)

Take notes and ideas from large retail stores: Anthropologie always has unique and innovative storytelling displays. Gain inspiration with these DIY projects.



Dirt in a bag and plant props reinforce an earthy, eco-friendly or spring theme in this Anthropologie display window.



These blown up balloons are not only cost effective, but create a playful, carnival-themed display which places focus on seasonal colors. (Anthropologie Window Display)



Anthropologie repurposes other everyday items into their special for visual interest – plastic cups and home goods.

Eye Catching Creative Displays and Cost Effective Point of Purchase Materials, Optical Vision Site:  
<http://theopticalvisionsite.com/marketing-merchandising/eye-catching-creative-and-cost-effective-point-of-purchase-materials/>

Anthropologie Gets Corky: <http://vmsd.com/content/anthropologie-gets-corky>



## TIP #10: EMBRACE CHANGE AND GET FRESH

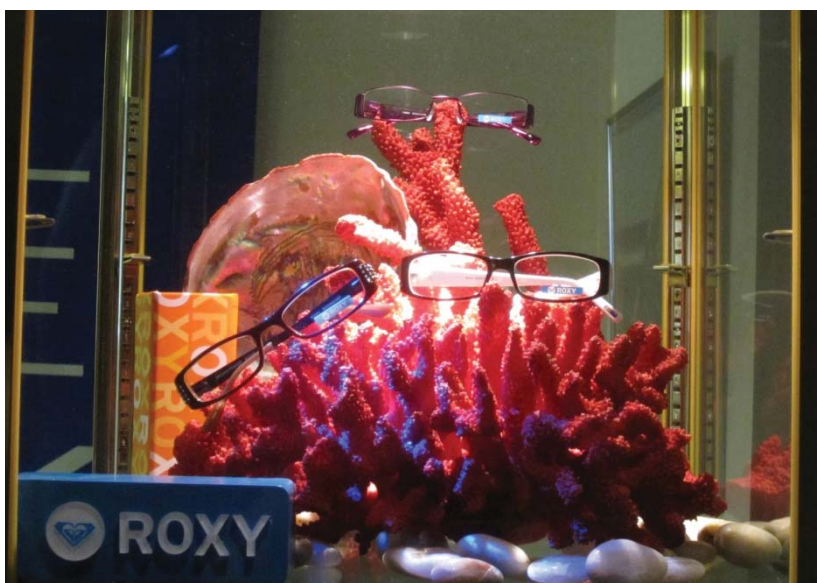
Flexibility in your displays is key. Keep customers interested and intrigued with changing displays. Remember that regular visitors need to be exposed to new displays and products. Move them around still in keeping with the proper merchandise assortment department and mix.

Try to change your merchandise presentations at least once during each season, if not monthly. Depending on where your business is located will dictate how often you change your product presentations. If you are in a mall setting where you have frequent traffic and higher tendency for repeat shoppers, than you will want to change out windows and display areas once a month. Create a tie-in with a local event or holiday. Integrate unique props or accessories in with the product but try not to get too prop heavy. A clean and simple look is best. Have a rotation plan for your products. Your most current product and seasonal items can be placed in a prominent location either in the center front or right side of store.



Unique displays in time for Spring. Photo courtesy of Review of Optometric Business.

Summer seasonal displays with coral, shells and rocks give an underwater atmosphere and make a connection with the lifestyle. Roxy and Quiksilver displays from Mid Pacific Eyecare located on Kailua, HI.



## TIP #10: EMBRACE CHANGE AND GET FRESH (PART 2)

“Change the Roots but not the Leaves.” Refresh your shops environment by rearranging things you currently have. Travis Reed, Director of Creative Marketing for International Academy of Design & Technology advises: “organize existing elements into new and different wholes.” This could mean moving a few frame selections into meaningful categories to create an entirely new look.

Try rearranging your product into these meaningful categories:

- Color- place solids between patterns, like and complementary colors next to each other.
- Materials (metals, acetates, combinations, Titanium, etc.)



- Activity, lifestyle or style/shape story
- Demographic (age, gender, income)
- Seasonal

### TIP #10: EMBRACE CHANGE AND GET FRESH (PART 3)

Reed also recommends adding in these simple elements which will create visual impact and freshen up your shop:

- Add texture and pattern to displays— using vinyl, wall paper or tiles



Travis recommends this site for ideas and inspiration, [www.betterlivingthroughdesign.com](http://www.betterlivingthroughdesign.com)

### TIP #10: EMBRACE CHANGE AND GET FRESH (PART 4)



John Lum of John Lum Architecture had recommended this simple, cost-effective tip which will update your look and refresh your environment: A fresh new coat of paint in a color which emulates your brand will get you noticed - select a prominent wall in your shop to draw customers eye from afar.

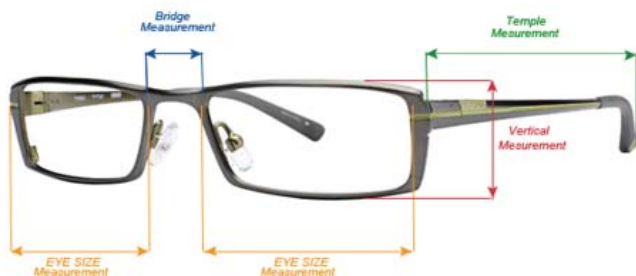


## TIP #11: GROUP LIKE WITH LIKE

According to Denise Schroeder of Image Accomplice, it is important to create “shops” within a shop. There are many options to achieve this goal.

According to The Retailer’s Advantage, product can be categorized by the following:

- Color: Experts suggest separating colors vertically: light to dark, warm to cool, neutrals, etc. Alternate between patterns and solids so not to overwhelm the eye.
- Price: The luxury line can be in a separate section from the economy brand. This categorization will not force either brand to compete with the other.
- Size



- Demographic – What demographic does the frame best appeal to? (Sort by lifestyle, age, gender, etc.)

This memorable display wall features kids frames. One section is even categorized by lifestyle activity: Sports (Photo courtesy of Review of Optometric Business).



- Lifestyle/End Use: Is the product a formal, casual or specialty accessory? Group products associated with a similar lifestyle to create a related merchandise story to increase opportunities to sell multiple items. Again, think about what customers will do in the frames...Is it for a night out (dressy styles), school, work (computer frames), weekend fun (play and sports) or daytime outdoors.

## TIP #11: GROUP LIKE WITH LIKE (PART 2)

According Travis Reed, Director of Creative Marketing for International Academy of Design & Technology, other sorting options include a product’s

- Fabrication – metal, titanium, acetate, combination, specialty?
- Style – Consider the lens shape and tint; frame silhouette (modern, classic, retro, etc.)



## TIP #12: COLOR

Different colors portray different emotions and identities, special occasions or gender. Erinn Morgan of Eyecare Business suggests adding black to add drama, neon and gem colors for a playful display or kids' collection, or wood pedestals for a natural, earthy look." Don't be afraid to use color on your dispensary walls or as a feature color in a display.



Moscot Eyecare creates a natural earthy and historic look with wood and brick materials accented by a cheery yellow wall color. (Photo courtesy of vmsd.com).

## TIP #12: COLOR (PART 2)



Warm colors (red, yellow, orange and colors with red or yellow hues) are stimulating and cheery. They make a room feel warm and intimate.

Blue, green, violet and colors containing blue, such as blue-green and violet-blue, are cool colors. These help create a relaxing atmosphere and make rooms seem larger. Green stimulates conversations.

EyeOpener optical shop in Sydney Australia. This store designed by Christopher Polly meets the high-end identity the store desired while staying functional in the small space available. An unexpected colorful feature wall directs the eye to the rear of the otherwise monochromatic store. <http://www.topbox-design.com/eyeopener-in-sydney-australia/>

## TIP #12: COLOR (PART 3)

There are no definitive rules for choosing and combining colors for success. Use your imagination and experiment. Try a monochromatic scheme, analogous scheme (any three or four consecutive colors on the color wheel) or complementary scheme (two colors opposite one another on the color wheel) among the options. Do not use background colors that will affect/change the color of merchandise and the customers' skin tone.



Moscot Eyecare creates a natural earthy and historic look with wood and brick materials accented by a cheery yellow wall color. (Photo courtesy of vmsd.com).



Moscot Eyecare creates a natural earthy and historic look with wood and brick materials accented by a cheery yellow wall color. (Photo courtesy of vmsd.com).

## TIP #12: COLOR (PART 4)



For a quick and budget friendly fix, architect John Lun suggests Painting. “Paint a fresh new coat of paint “in a color which emulates your brand and will get you noticed. Select a prominent wall in your shop to draw customers’ eye from afar.”

## TIP #12: COLOR (PART 5)

What are the trendiest colors for 2011? Take notes from Pantone.com...Honeysuckle is Pantone’s 2011 color of the year.



<http://www.pantone.com/pages/pantone/Pantone.aspx?pg=20821&ca=4>



## TIP #13: SIGNAGE

Having signs outside and inside your business is another way to grab prospective consumers' attention and increase sales. In order to grab customers' attention, practices should utilize creative, fun and eye-catching visuals that are both easy to read and deliver an effective message.

Use hierarchy of information in signage and displays to lead your customers through the space. Create an open floor plan using smaller fixtures which do not block the view from across the space.

Designing for Information Hierarchy: <http://www.microarts.com/culture/branding-insights/by-taylor-luke-senior-designer-way>

According to Erinn Morgan of Eyecare Business, signage is critical especially since people usually shop by brand or price. Signage distinguishes the various choices in frame collections; they establish the environment and make the shopper feel good about their experience.

## TIP #13: SIGNAGE (PART 2)

The Power of Retail Store Design by Steven "Fish" Fisher makes the following suggestions on signage.

- It is important to carry and reinforce a theme by matching the art, font, colors and message to tie the sales floor together. Develop a sign template to work from, for consistency.
- Promo decals are a clean and colorful approach to letting your guest know what's behind door # 1.
- Banners and decals make a nice, clean statement and can help promote the lifestyle with impact, or they can draw customers in for a holiday sale.

## TIP #14: INTEGRATE MOTION



Moving merchandise will create a visual appeal. Movement, light and color are memorable. For example, video monitors tell a story, compliment a brand or equality of the item, display offers and it is a way to educate customers about product features.

As with the use of graphics, monitors can be used to simply offer lifestyle imagery and not be brand specific. For example, showing a video of a fashion show, models on a runway to compliment new season styles.

Rotating window display for sunglasses and ophthalmic eyewear.



**TIP #15: BALANCE**

According to Fashion Optical displays, a balance of weight across the dispensary is important. Use signage and display to create a hierarchy of information of visual cues. This will organize your space and lead customer through the office space.

**TIP #15: BALANCE (PART 2)**

Color also plays a role in balance. Grouping by color will divide the space and create the proper weighting. According to Travis Reed, it is best to separate colors vertically. Light to dark, warm to cool and keeping neutrals separate. Solids should be placed between patterns to avoid an overload.

## TIP #16: FINAL WORDS OF ADVICE ON VISUAL MERCHANDISING

Virtual merchandising is both an art and a science (Retailer's Advantage). If something doesn't work, change it. Below are some final words of advice on Visual Merchandising.

- **Maintenance:** Maintain the look of your displays. Remember customers will consistently be touching the display to test the products.
- **Schedule:** Use a calendar to plan ahead. Identify the key times of year around holidays or seasons, new lines, etc. that you will revamp your store displays. Planning ahead allows you to make a checklist, obtain all the necessary equipment and props and to anticipate and plan your budget.
- **Inspiration:** Inspiration can come from everywhere and anywhere in your daily life. Use your imagination and be open minded. The most important points to keep in mind when developing display areas are to **RELAX** and **HAVE FUN**.
- **Keep a record of displays you've tried with a camera.** Note how well merchandise sold with any given display. You may even find a trend.

