



# VERTICAL LEDGE

A guide for Visual Merchandising



## Experience

Have a clean, user-friendly and interactive space for your core-product line to be engage-able.





## FOCUS

Bring in an art gallery feel with unique show-case style shelving.



## Signs

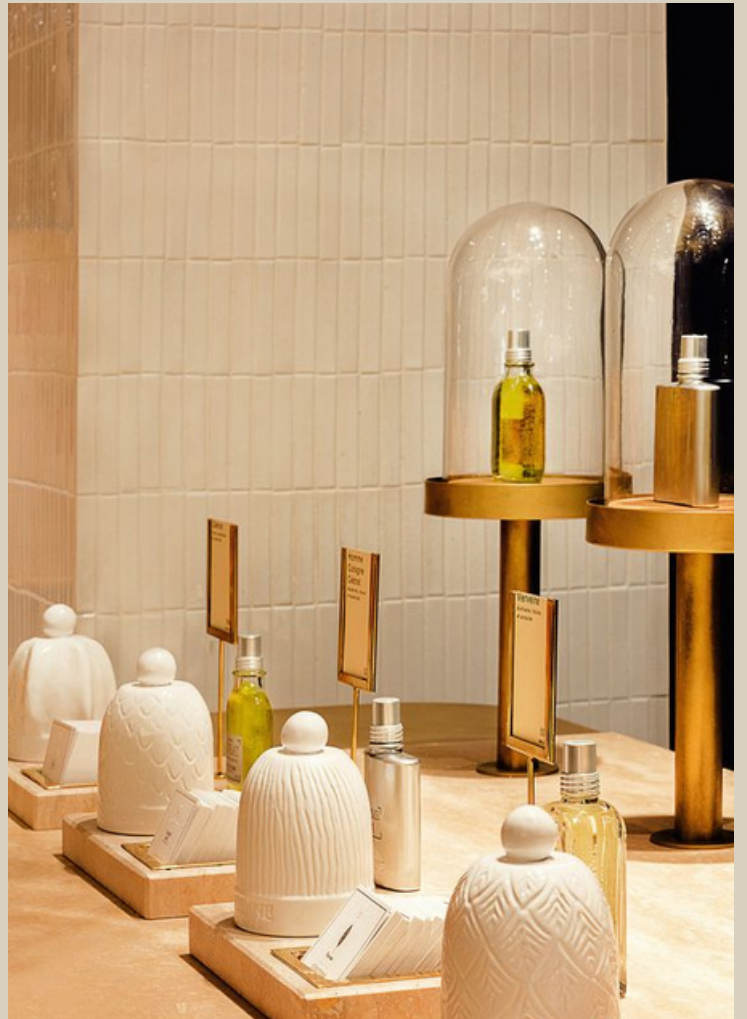
Use clear and clean signage to communicate to your customer in quick buzz-phrase style marketing.



**Lighting**  
play with the  
elements of tone,  
direct, brightness and  
depth to allow the  
product to be an  
experience.

## Test

Allow your customer to experience products with elevated testing areas.





## Visual

Show case products in a way that allows them to stand out in their natural form with proper lifestyle props.





## Fixtures

Use displays that are all the same style, texture and material.

Less is more and allowing the product to do the talking will elevate your sales.



## **Texture**

Adding textures to your space will bring in allow your customer to experience something new and different

## Color

Allow your customer to experience products with elevated testing areas.





## **Elevation**

Use height to direct the client to the best selling items by putting them at eye level.



## Space

Play around with the walls in your space by adding shapes from your brand.

## Props

Bring in seasonal lifestyle props to allow your products to be scene and experienced year-round.





## Wood

Careful not to mix wood tones or textures to allow for a calming user experience.



## Grouping

Use similar items in a category to help up-sell and cross-promote products..





## **Rule of Thirds**

Break items up into sections of 3; height, colors, SKUs, and ways of displaying to help keep your customers attention.

## Storage

Don't forget about back-stock and personal storage.





## VISUAL MERCHADISING CHECKLIST

- BRANDED COLOR, MATERIAL AND FONTS
- LIFESTYLE PROPS THAT SPEAK TO YOUR IDEAL CUSTOMER
- ELEVATED DISPLAY FIXTURES
- CLEAN AND CLEAR SIGNAGE FOR PRICING, Q/A
- USE OF LIGHTING TO ELEVATE PRODUCT
- TEST STATION IF SAMPLES ARE IN USE
- USE OF RULE OF THIRDS FOR PRODUCTS
- LIFESTYLE PROPS THAT SPEAK TO YOUR IDEAL CUSTOMER
- ELEVATED DISPLAY FIXTURES
- UNIQUE CALL TO ACTION
- EMAIL LIST SIGN UP FOR MORE INFORMATION
- SPACE FOR PERSONAL BELONGINGS