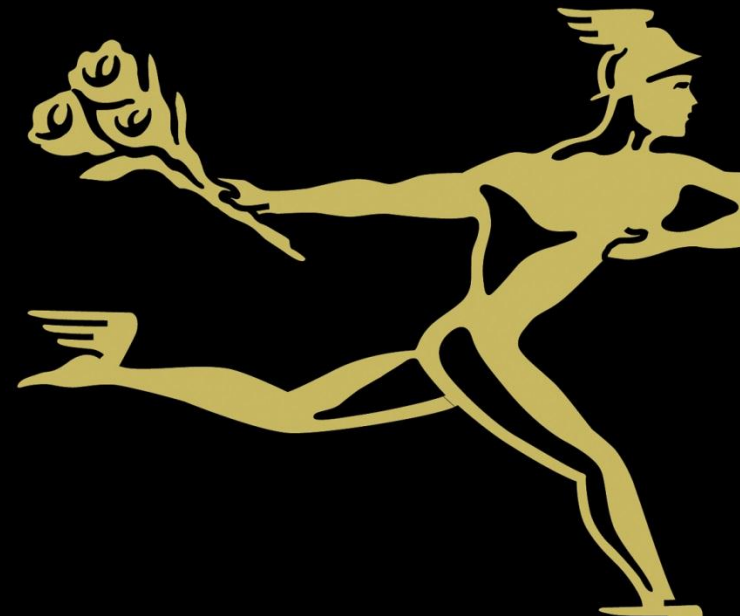


Merchandising 9-1-1

J. Keith White AIFD CFD

August 20, 2013



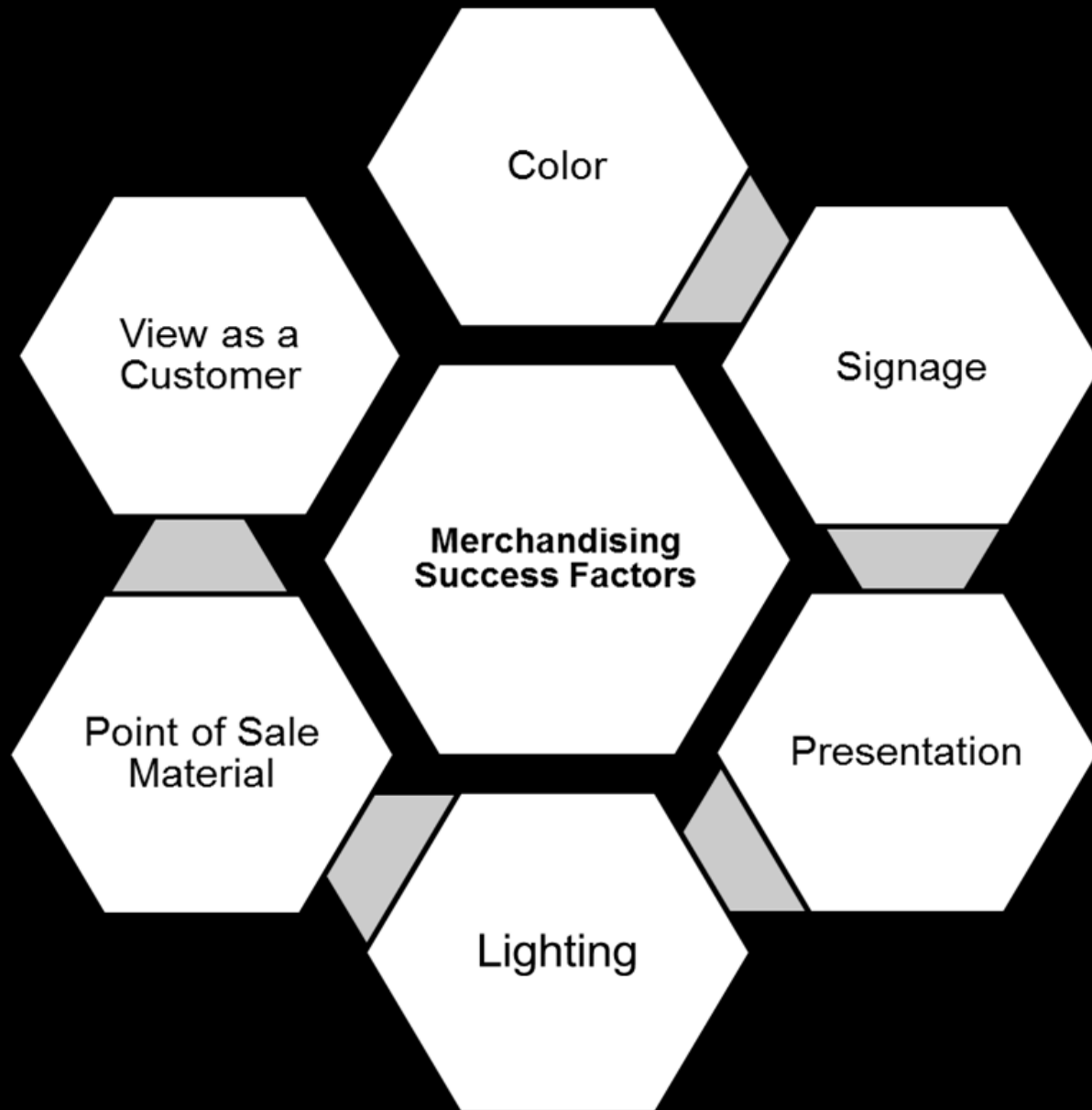
Welcome – Enter with Caution!





“Look at the past for future success”





Makeover Elements

Reduce Clutter + Mixed Messages

BEFORE



AFTER



FTD Makeover Results 2012

BEFORE



AFTER



Know Your Market Share





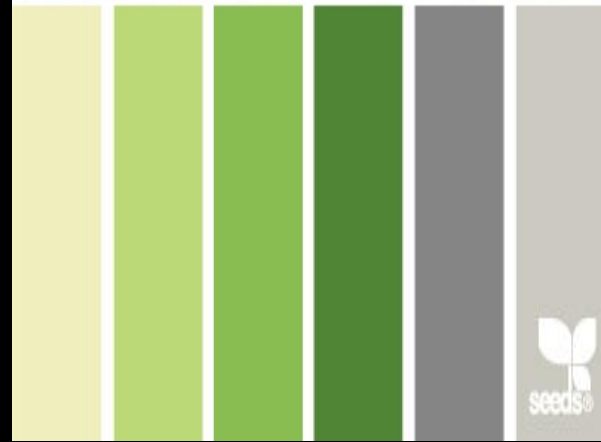
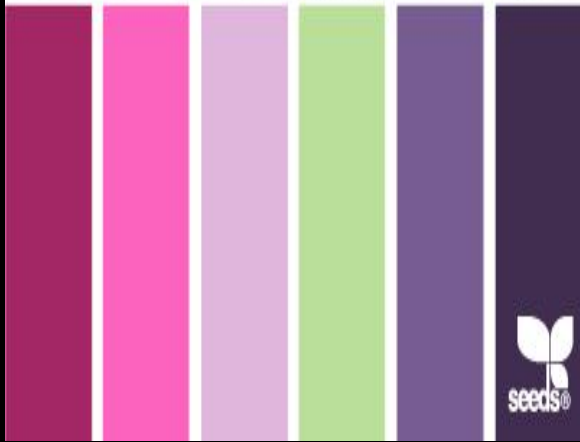
Color & Texture Impact



HUE KNEW?

HOW COLORS IMPACT CUSTOMERS' BUYING HABITS





“Pick a color, buy it and believe in it.”



- Black evokes sophistication
- Green connotes environmental awareness
- Pink has calming effects
- Yellow evokes energy
- White stands for modernity



Visual Shopping Applications

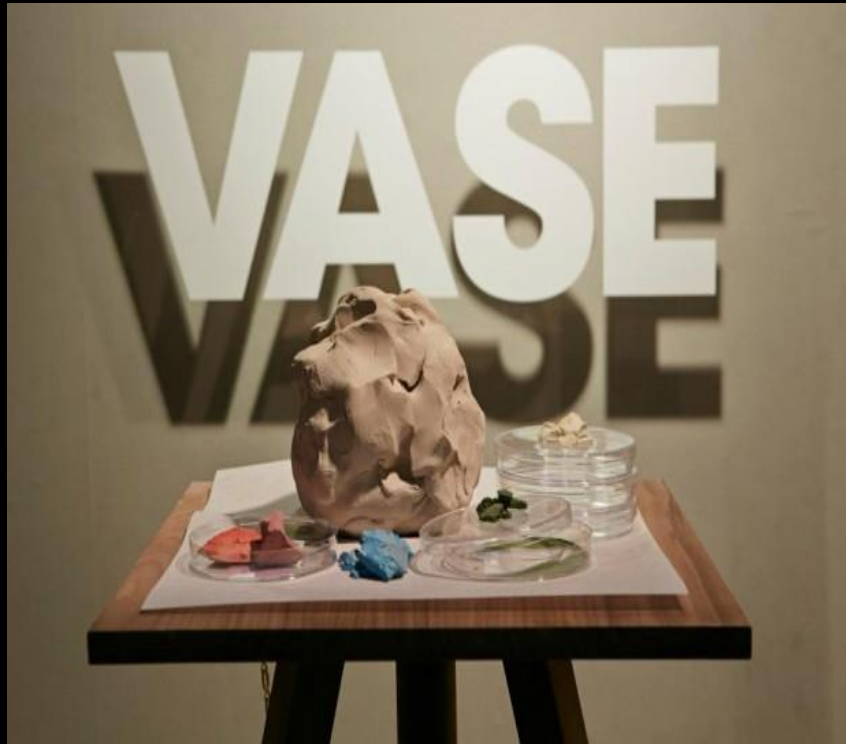


Visual Depth



VISUAL IMPACT

Bold shapes and letters catch the attention of the passersby and shoppers



The Power of Engagement

Does your store do this?

Could your store do it better?



The Simplicity of Displays



Elements of Effective Visual Merchandising

Color: Helps set mood and feelings.

Size of Objects: Place the largest object into display first.

Balance: Asymmetrical rather than symmetrical balance with the display.

Focal Point: Where product and props/signage and background come together.

Lighting: Should accent focal point, if possible.

Simplicity: Less is more so know when to stop and don't add too many



Emergency Chaos vs Clutter





Visual Merchandising:
the return of

storytelling

to refresh tired stores



STYLE: *Organic*





STYLE: Vintage





Style: Urban Modern





Employee Involvement

creativity
[kree-ey-tiv-i-tee]

n. the state or quality of being creative.
The ability to transcend traditional ideas and
to create meaningful new ideas.







Final Points

- Contact Keith White at jkeithonline@att.net
- Webinar available to view at FTDUniversity.com
- Handouts available at FTDi.com/FTDUniversity.com/webinarmaterials.htm





FTD Makeover Magic Contest!

To be entered into the contest:

- Participate in today's webinar - *Merchandising 9-1-1*
- Submit a 75 word essay explaining why your shop interior deserves a makeover
- Submit 1 or 2 photos of your shop's current interior space and storefront window display
- All submissions must be sent to prdept@ftdi.com by midnight Pacific time, tonight, August 20, 2013
- Contest winner receives a store makeover valued at \$5,000
- View the Official Contest Rules: www.ftdi.com/makeover

