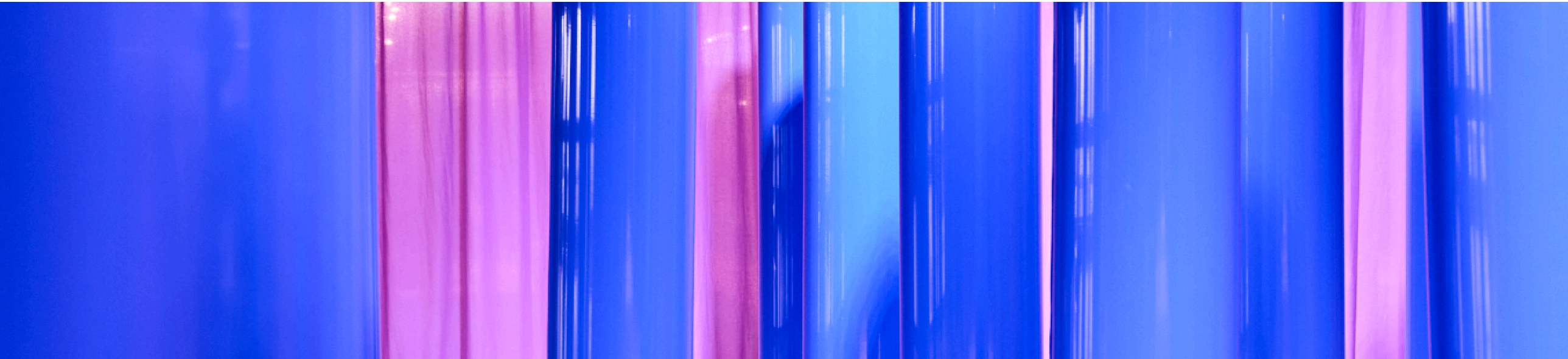
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FROM BRAND IDENTITY TO BOOTH DYNAMICS: BECOME AN EXPERT AT VISUAL MERCHANDISING



01

WHAT IS IT (FOR)?

- Definition
- Objectives

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WHAT IS VISUAL MERCHANDISING?

Visual merchandising is the practice in the retail industry of **optimizing the presentation of products** and services **to better highlight their features and benefits**.



WHAT IS IT FOR?

- To **promote the brand** and its visual identity.
- To make it easier to **discover products** and encourage interaction.
- To **optimise space** for a clear and engaging presentation of collections.
- To **attract visitors' attention** and generate traffic to the booth.

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02 VISUAL IDENTITY & BOOTH LAYOUT

- Brand identity consistency
- Layout & spatial psychology



BRAND IDENTITY CONSISTENCY

- Follow the brand's aesthetic guidelines (colors, materials, style).
- Use distinctive elements to highlight identity (logo, signage, atmosphere).

WHAT'S YOUR BRAND'S IDENTITY?

- Write down 3 adjectives that define your brand and 1 visual element that best embodies them.

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PICK A BOOTH LAYOUT & CURATE THE FIRST 1 METER LIKE A SHOP WINDOW.







BE AWARE OF NATURAL FLOW PATTERNS.

People tend to **turn right** upon entering and move in a **semi-clockwise flow**.



- Place key stories or premium collections along the right wall.
- Use back walls for depth, storytelling, or high-impact visuals.





HAVE A WELCOMING BUYER-MEETING AREA.

Chair placement matters!
Leave the front table side free to encourage people to come to talk to you.





DEMONSTRATION & CUSTOMER EXPERIENCE

- Make your booth your product’s centre stage. Showcase it!
- Business meetings can be more than just that. Offer an interactive moment & an experience they’ll remember.

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03 PRODUCT PRESENTATION

General tips
Clothing
Accessories





SPACE OUT THE PRODUCTS FOR CLEAR READING.

PLAY WITH DIFFERENT HEIGHTS TO MAKE THE PRESENTATION MORE DYNAMIC.

GENERAL TIPS







MANNEQUINS AND SILHOUETTES

- Keep mannequins at angles facing the aisle to draw people in.
- Vary your poses for a more lively and natural effect.
- The mannequins you choose say something about your brand. Use them as an additional storytelling tool!

GENERAL TIPS



OVERCROWDING REDUCES PERCEIVED VALUE.

Hang a **maximum** of 5 to 7 items per rack.

ORGANIZE BY THEME, STYLE, OR COLOR PALETTE FOR EASY READING.



CLOTHING





ACCESSORIES

- Display on dedicated stands (showcases, podiums, tables).
- Use height elements to structure the space (multi-level displays).

STYLE ACCESSORIES WITH OUTFITS TO INCREASE PERCEIVED VALUE.

04 MAINTENANCE & REVITALIZATION

Design for easy maintenance
Micro-refreshing the booth
Adapting displays based on real-time buyer behavior
Keeping team energy high

BUILD “SELF-MAINTAINING” DISPLAYS

Choose display methods that stay tidy even with high visitor interaction:

- Limit folded items to a maximum of 3 per pile
- Use clips, pins, or subtle weights to stabilize mannequins’ clothing
- Choose fixtures that limit movement (e.g., weighted bases, locked rails)
- Arrange a hidden space for your extra stuff to keep your stand neat and tidy.



KEEP A SMALL STAGING KIT AT HAND:

- Lint roller
- Pins, clips, safety pins
- Wipes for surfaces
- Spare hangers
- Double-sided tape & scissors
- Lint-free cloth for accessories/shoes
- Spare lookbooks or cards



THE “RESET RITUAL” (EVERY 2-3 HOURS)

- Straighten hangers to face the same direction
- Refold or re-stack items that have been touched
- Smooth out or restyle mannequins
- Remove unnecessary clutter from surfaces
- Wipe mirrors and glass elements



DAILY “MINI MAKEOVER” (MORNING + MIDDAY)

- Rotate one mannequin outfit
- Change the frontal color story or outfit combination
- Move a bestselling item into the front hero zone
- Replace tired-looking samples with fresher ones from storage

Small changes create new curiosity—buyers walking past multiple times will notice.



ADAPTING DISPLAYS BASED ON REAL-TIME BUYER BEHAVIOUR

Watch how visitors naturally move:

- Do they cluster at one rack?
- Do they consistently overlook a collection?
- Are shoppers ignoring a mannequin?
- Are people touching certain items in particular?





RESPOND TO BOTTLENECKS

If you observe crowded or awkward areas:

- Remove a prop or small piece of furniture.
- Increase spacing between racks by just 10–15 cm.
- Redirect traffic by repositioning a mirror or mannequin.

RETHINK UNDERPERFORMING AREAS

If visitors avoid a particular area:

- Increase lighting (only if you ordered an electrical box)
- Place a mannequin or hero item nearby
- Swap out the product story displayed
- Add clear signage (“New In”, “Eco Line”, “Bestsellers”)



KEEPING TEAM ENERGY HIGH

- When the booth is empty, team members can reset displays, tidy, restyle pieces.
- Rotate responsibilities so each staff member stays energized.
- Use body language that signals openness—standing near the aisle, welcoming posture.




THANK YOU!
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