

Visual Merchandising Matters: Create an environment that helps your products pop





No matter what you're selling, well-executed and engaging visual merchandising can attract customers, increase sales and give your brand a competitive edge.

From engaging the senses, alerting customers to sales and promotions, or simply inviting them to explore and interact with your products, visual merchandising is an important part of every customer's journey, and taking advantage of its potential can optimise your brand's entire shopping experience.

But what is visual merchandising?

Simply put, it's the practice of creating well-designed and appealing displays in retail and commercial spaces. Far more than just flat window vinyl and lifeless mannequins, visual merchandising artfully combines lighting, colour, design, props, graphics, signage, products, and more to create visually stimulating and appealing 3D displays that work strategically to attract attention, encourage people to interact with the product, and ultimately inspire sales.

Creating visual merchandising that customers respond to is easier than ever thanks to easily customisable fixtures and furniture that expertly display and highlight your products. They make it easy to bring your brand to life, help tell your brand's story, differentiate yourself from the competition, and help command a premium price for your product. Your visual merchandising should make shoppers pause and consider, then motivate them to purchase. But how?

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It's All About Environment

Great retail environments have variety and texture. Using furniture and fixtures to vary the density of your space and guide movement is a great way to encourage customers to explore your space, interact with products, and ultimately make a purchase.

Children's clothing and accessory shop Yay Kids in Zurich expertly combines custom furniture from Tylko to create flow in their space.

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Using custom shelves with open and closed compartments helps display Yay Kids' wares while keeping extra stock stored neatly out of sight.

By mixing taller, wider units with centrally-located kids-height shelves, they create an environment that encourages and allows shoppers of all sizes to explore their products. By considering the size and form of their displays as well as layout, they've created an environment that appeals to their target market while considering their needs (mums with pushchairs need space to manoeuvre!). They welcome shoppers to comfortably browse their wares in a calm, curated environment that doesn't feel overcrowded.

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Call on Colour

Similarly, colour is crucial when it comes to visual merchandising. It sets a mood, can create a vibe and can put customers in the right frame of mind to make a purchase.

Polish-Israeli leather shoe and accessory brand Balagan uses a deep terracotta display unit to show off their hand-crafted wares. The deep, rich tone lends an air of sophistication and luxury, while giving each product the space it needs to really shine.

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Using colour creatively can emphasise the appeal of the products on display, evoke an emotional response, and contribute to the aesthetic appeal and perception of the retail space. Creating a cohesive visual experience using colour is a brilliant way to influence customer behaviour and encourage purchase, especially when high-quality furniture and fixtures add to the put-together perception of the store with their sleek lines and simple geometry.



An extra-wide Wall Shelf in warm Terracotta plays perfect host to Balagan's range of handcrafted leather wares.

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Let Your Products Pop

In some cases, your products themselves are the colourful stars of the show, and using them to draw people in is a great (and simple) way to encourage sales. Take UAU for example. These 3D printing pioneers create wildly colourful and unique objects that are colourful to look at alone, and stunning to see when grouped! By using a simple custom-designed display unit sized for their studio and products, they create a neutral background for display that allows their 3D creations to create drama and intrigue.

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A monochrome Wall Shelf in White is the ideal backdrop for UAU Studio's colourful 3D-printed vessels.

Their products' bold colours command your attention and ask to be explored, while the textured, touchable objects invite further investigation. When it comes to visual merchandising, they expertly allow their display furniture to provide a stylish yet subtle background that complements their products and lets them speak for themselves.

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Create a Custom Experience

Finally, every retail or commercial space is different, and each requires a different treatment. When it comes to displays that entice and invite, calling on custom furniture and fixtures can make all the difference. A properly designed, optimally-used space can create more interest – and encourage sales. This paper Studio followed this advice for their Warsaw-based flagship studio. The simple and quiet interior utilises the full height of the walls to create soaring shelving that displays their monochromatic collection of curated books and more to perfection.

By creating a calm, curated space in which people can browse leisurely, they encourage an experiential approach to exploring their products that encompasses all the senses – touch, sight, sound – and with Japanese tea brewing – even smell.

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Using these creative visual merchandising examples as inspiration, you can instill these ideas into your own commercial space to create meaningful connections with your customers, build brand loyalty, and realise the full potential of your brand. It's been proven that harnessing the power of visual merchandising can significantly translate into the success of your business, so what better time to start than now?