

easy on the eye

Karen Deehan discusses the appliance of Retail Science

When it comes to selling, presentation is almost as important as the products themselves. For this reason, retail displays play a vital role in attracting clients' attention and enabling them to 'touch and try'.

In today's challenging economy, you may be tempted to cut back on visual merchandising to save costs, but in reality a good display will make you money.

size does matter

One of the first things to decide is how many displays to have, and whether they will be small counter-top units or larger freestanding ones. This will depend on how much space you have, a mix of both is ideal. If you stock make-up, a free standing display is an impactful way to create a 'play area' where clients can try the products for themselves. Counter top displays lend themselves to smaller items such as creams, lip colours or skin care supplements.

If space is limited, consider attaching a small display to your wall, or add some extra shelving. Make sure that it's no higher than eye-level, if clients have to reach for the products it will put them off.

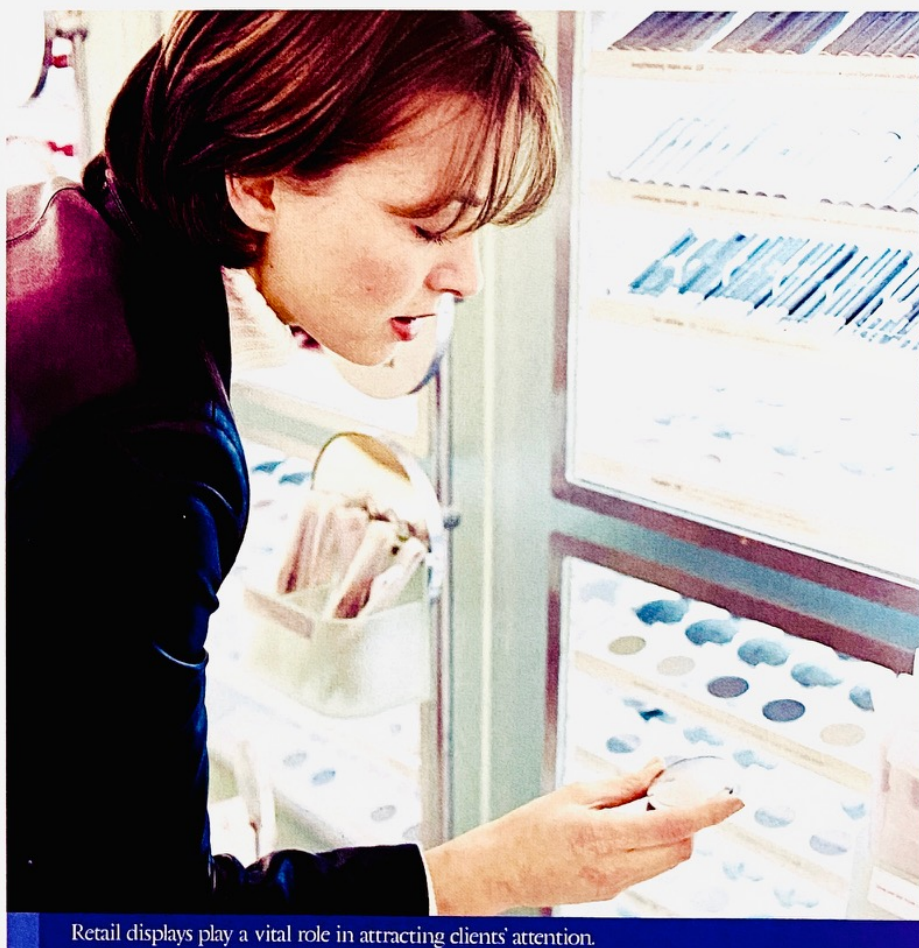
be creative

When displaying products on shelves imagination is the key. Don't be afraid to do something different, the more distinctive your display the more your customers will remember

it. For inspiration, have a look at how High Street shops and department stores display their wares and see which ones catch your eye. Visual merchandising is not a science; there are no absolute rules, but do tailor it to your clients' tastes.

Most cosmetic companies supply ready-made displays so it's just a matter of filling them with products. When choosing one, there are a few things to consider. Lighting is very

important, a display with a backlit graphics panel, or spotlights, will be far more eye catching than one without: "Look for displays with mirrors," says Jane Iredale, founder of Jane Iredale Mineral Cosmetics. "They are like magnets. Even if customers don't end up using them, they attract people to the display. They also make it look fuller, by reflecting the products. Hidden drawers where you can store the retail stock are a nice bonus."



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