

MOVEMENT



VISUAL MERCHANDISING BOOK

Elinor Thomas
16080920





ETHOS

Movement follows the ethos of providing its customer with the best quality products in order for them to fulfil their outdoor adventures. Movement wants to be a part of the journey, and blur the lines between customer and product to create a relationship between the two. The brand has a powerful attitude towards sustainability, and they use this to persuade customers that by purchasing from them, they are purchasing a product that will last for years to come.

The store offers a repair service for their speciality range of footwear, and they persuade customers to use this service so that they are able to not only track their environmental impact, but to also reflect their ethos of creating a relationship between customer and product. Movement is aware that customers build memories and a relationship with their items, and they aim to prolong this by restoring them to the best that they can be. Making the consumer feel as if they are a member of a company with good values is what they try to convey. It is important to the brand to become at one with their customer, and deliver an item that they can rely upon to provide trustworthy performance during their adventures.

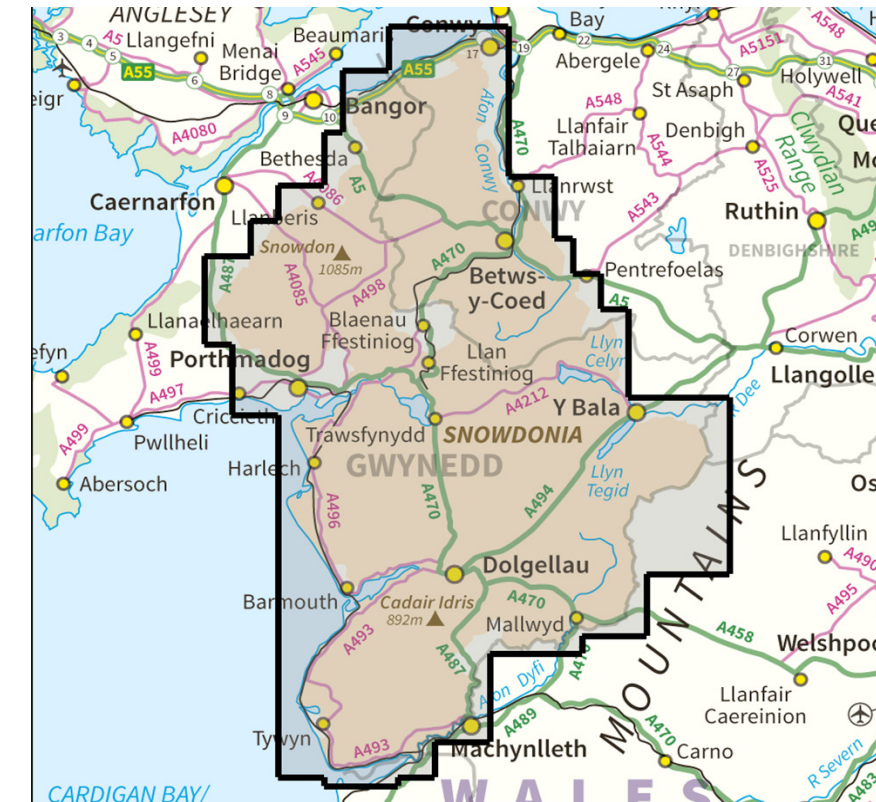


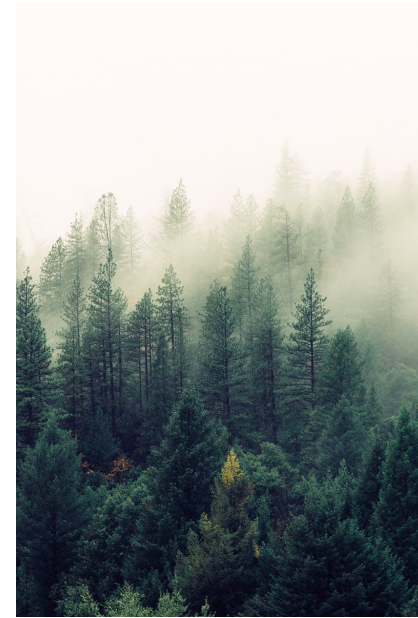
MOVEMENT

LOCATION

This is a permanent store located in Betws-Y-Coed, surrounded by the beautiful Snowdonia National Park.

This location is perfect as it is a constant area of interest for outdoor enthusiasts. The breath taking surroundings draws adventurous individuals and families from all over the world, and this store is perfectly appropriate for their needs.

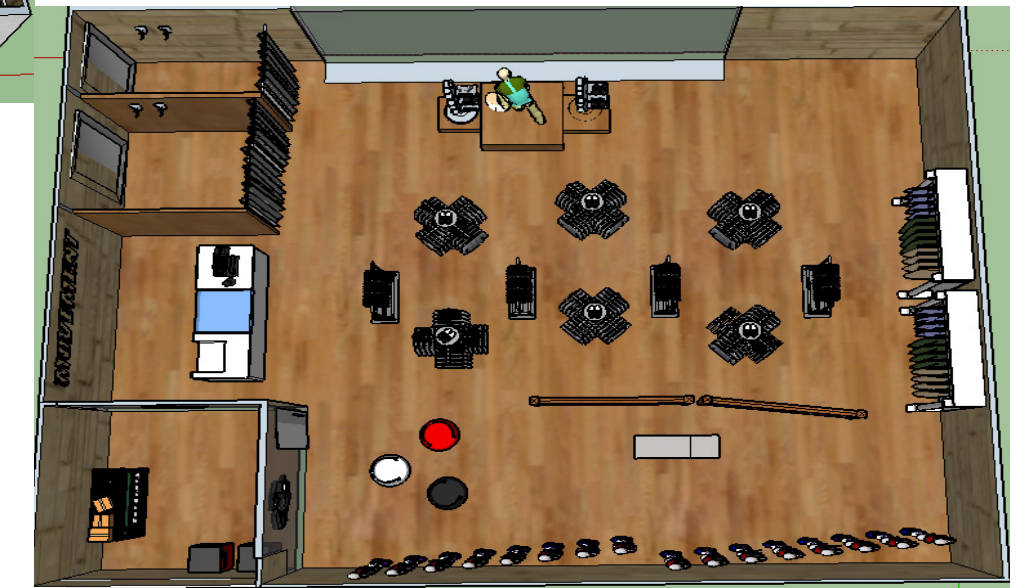




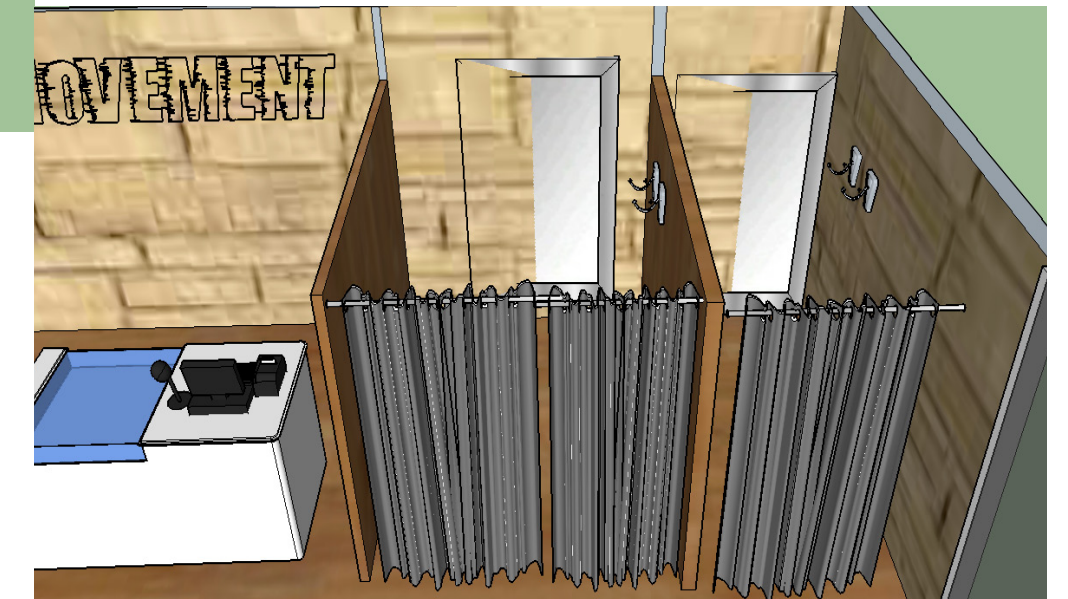
RETAIL DESIGN

Earthy tones of beige and brown, and dark green and navy blue, alongside the monochrome black and white are what make up this store. Its dark wood flooring and open brick work along the walls provides a raw ambience that reflects the brands ethos and values. The monochrome railings and accessories across the store are a contrast to the interior design and colour scheme, which gives an elegant touch to displays, and showcases the quality behind the products available. The store is an open space, with an airy and fresh feel to it. This is an important factor as it coincides with the brand identity and what the store is about.

The store is an open space, with an airy and fresh feel to it. This is an important factor as it coincides with the brand identity and what the store is about. Lighting in store is bright, and helps to showcase the products clearly. There is no white lighting as it gives a very false appearance making the store feel very stark. This can cause the products to appear unattractive. Due to this, the store is filled with a bright yellow toned lighting that helps replicate the natural light from the outdoors.

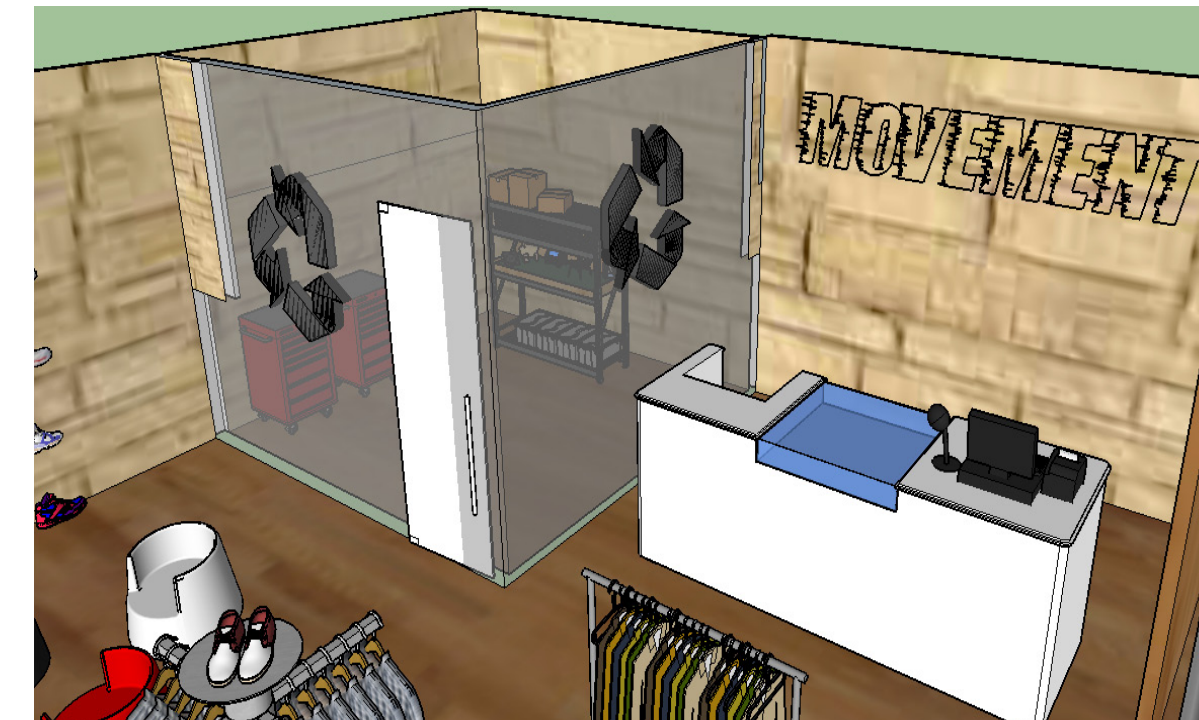


Fitting rooms are available for customers to trial products.
They are adorned with a full length mirror and hooks for customers to place their
clothes.



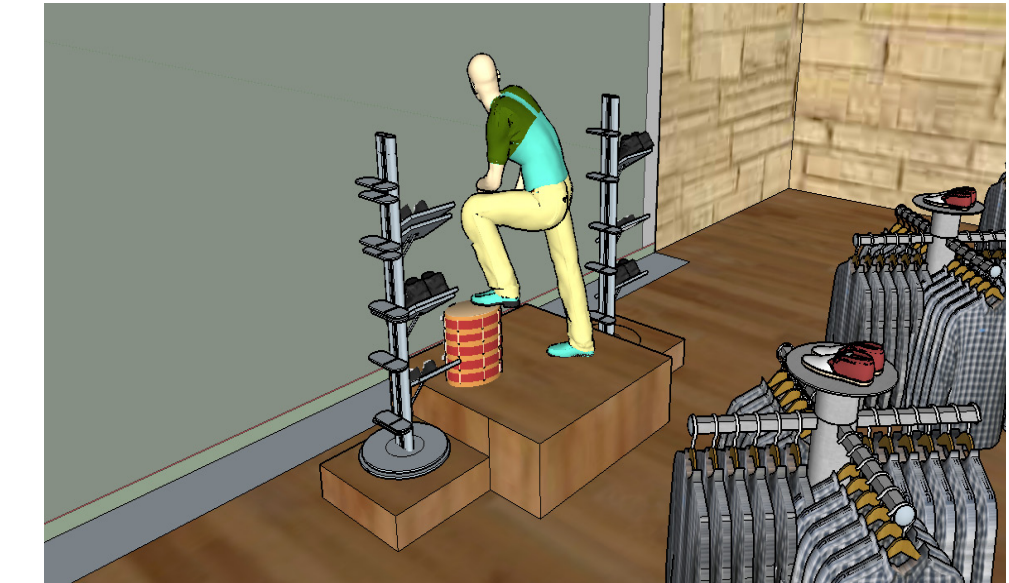


The repair room in the far right corner of the store allows its customers to bring any faulty or old items back for them to be restored and mended, echoing the sustainability values behind the store. This area is surrounded by glass walls, allowing everything to be visible for the customer. This aspect of transparency attracts customers and helps them to feel as if they are shopping with a brand they can trust. The purpose behind ensuring the brand is perceived to be transparent is because this then makes the customer aware that the brand has no hidden agenda or secrets.



WINDOW DESIGN

With the aim of providing the customer with a very transparent feel, the entire window of the Movement store is glass, so that it is possible to see right into the store itself. The display inside the window is a simple yet effective one which showcases the products found in store. The platforms on which the model and shoe stands sit give an extra dimension to the window, attracting the attention of passing customers. The mannequin in the display is a reflection of the type of customer that the store aims to provide for; it is styled with garments from various brands which showcases the availability in store, and is placed in between two footwear stands which help represent the stores speciality product. Depending on the best-selling product at the time, this is what will be displayed in the window. The combinations of products from different brands will subtly provide passing consumers with inspiration to see the possibilities in the Movement products.



VISUAL MERCHANDISING and DISPLAY

Stock from all brands will be sectioned off in different rails and named appropriately. The various brands will have a quad rail each which will showcase the stock available to that brand in particular. All rails will be clearly named and laid out in alphabetical order, ensuring that all customers are aware of what section they are in, and this will allow their journey through the store to be clear and simple. Products from various brands available in store are combined in order to style mannequins, but separated and categorised on railings.

As a customer enters the store they are immediately immersed in the product range available. Clothes from the carefully selected range of brands are situated across the shop floor, and garments are laid on rails in co-ordination with the prediction of sales. Items that are predicted to be a first choice with customers are placed at the fore front of railings; as the store will be stocked with Spring/Summer products, lightweight shirts and bottoms are likely to be amongst those that are in high demand.





The Movement store specialises in footwear, and this is apparent as you enter due to the majority of the back wall being fully displayed with the latest outdoor footwear. Shoes will be placed upon the wall so that customers are able to view them all in a clear manner, and they will be sectioned according to their seasonal use. The fencing in front of the wall display acts as a guide for customers to walk through the seasonal shoes. 2 season shoes, suitable for Spring and Summer are displayed along the left side, 3 season shoes and boots, suitable for Spring, Summer, and Autumn, will be placed in the centre, and lastly, the 4 season shoes and boots, suitable for all year round will be placed on the right side of the wall display.

There is a walking ramp in the shoe section, where customers are able to test the grip and fit of their shoes allowing them to be sure that they are suitable for them. The ramp will also give them a brief preview of how the shoe will perform when they are out walking on various levels of terrain.

STAFF UNIFORM

The uniform worn by staff is a simple, fitted t-shirt in either black or white. The Movement logo is placed in the centre of both t-shirts in a contrasting colour to ensure it is effective and stands out to customers.



STORE PACKAGING

Carrier bags and shoe boxes are all made from recycled cardboard so that as the customer makes a purchase and leaves the store they are always aware of the sustainability attitude that Movement support. The two forms of packaging are both re-usable, and this is encouraged by members of staff at the time of purchase.



STOCK GUIDELINES

Stock sizing for products is large as the store will provide all sizes available that are suitable for those certain products. Due to the store stocking a range of brands, sizing of products varies to suit those brands. Movement aims to provide the customer with choice and the wide range of sizing helps to maintain sales as a consumer will always be able to purchase a garment suitable for their shape. There are brands in store that only provide certain sizes, and as a result of this, the store offers the entire sizing range so that most customers can make a purchase. For customers that aren't able to find the correct size, Movement provides a service where they are able to contact suppliers and order items so that customers will receive the best fitting product possible.

BUY IT. LOVE IT. WEAR IT. REPAIR IT.
REPEAT.



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