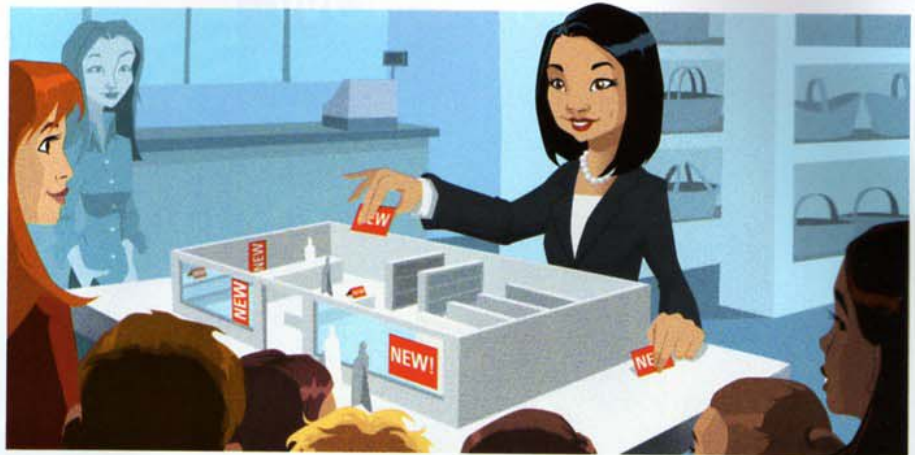


# 6 STEPS TO BETTER STORE LAYOUTS

As you prepare to spring clean your store, expert merchandiser Natalie Tan offers these tips for creating engaging store layouts.



## STEP 1 Fine Tune

Limit your product selection to items and categories your target market is interested in. Too much product compromises the ease of presentation, and besides, “being all things to all people” isn’t what attracts shoppers to specialty boutiques. They’re relying on you to present them with an edited array of unique finds.

## STEP 2 It’s a Theme Game

Inspire shoppers. Instead of stacking all your candleholders together and photo frames row upon row, tell stories or recreate room settings with lifestyle vignettes. Unify a cross section of products with a colour, design style or theme. You’ll have to buy with pre-determined themes in mind.

## STEP 3 Highlight What’s New

Designate spaces in your store for basic, theme and feature product. Bread and butter items go in the basic areas; seasonal and themed products in theme areas, and new and trendy items in feature areas.

## STEP 4 Reel Them In

Draw customers inside and through every inch of your selling space with strategically placed focal displays which encourage them to traverse each square foot.

## STEP 5 Show & Tell

Show customers the advantages of your products and services with signage and end-use displays.

## STEP 6 Show & Sell

Present products in a way that engages customers emotionally. Your job is to compel customers to enhance their homes and lives with the beautiful and useful items you sell. ■