

How To Adapt a Display

vera bradley

Take any display and adapt it to your specific fixture and inventory by simply adding, removing or substituting styles (feature your top-selling styles) while maintaining the following...

1. **Theme.** By Style, Seasonal Focus (Back To School)
2. **Color Collection.** Mix coordinating colors together.
3. **Visual Techniques**

- too little product = display looks sold down or out of stock
- too much product = display is hard to shop and is visually unappealing
- displays in the Visual Guide provide a good example of fixture space-to-product ratio
- avoid grouping the same color together, no blocks of color (i.e. all solid black)

EXAMPLE: One Purpose on Three Fixture Options



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Set using the Architectural Merchandising techniques to offer a current priority, color story and collection mix of key styles.



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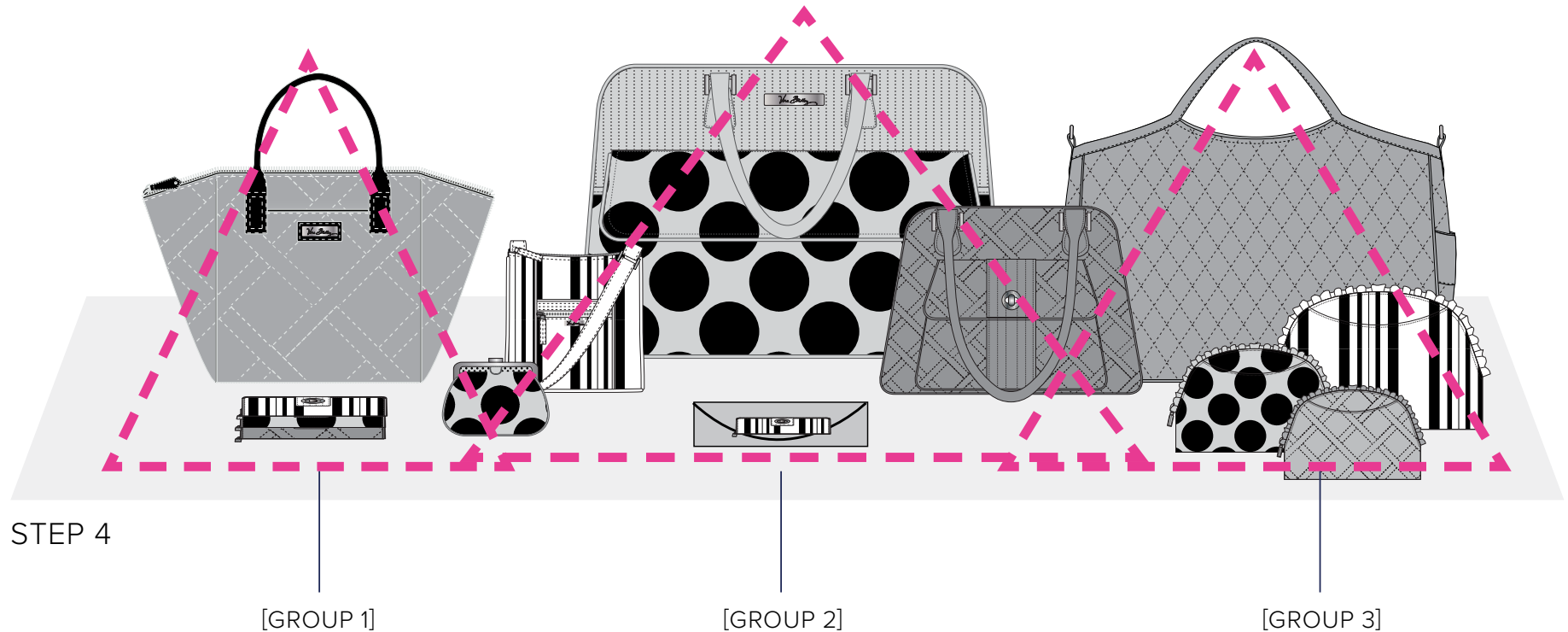
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SET IN TRIANGULAR COMPOSITIONS

REMEMBER

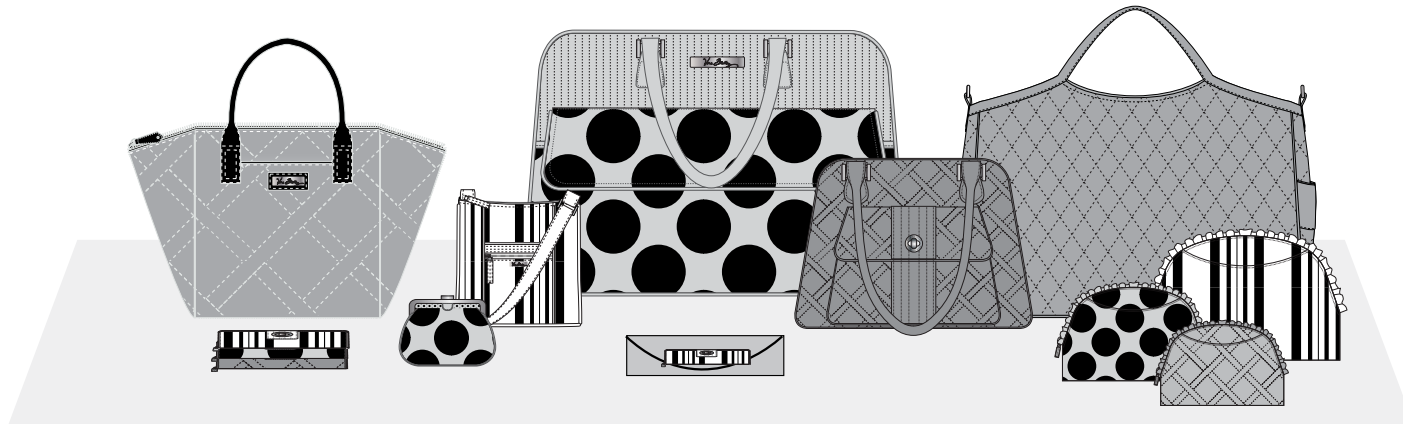
triangular compositions are achieved using color and size balance and slight overlap of styles.

- a One medium or large style is set in place
- b A smaller style sits to the right or left of it
- c Smaller styles or accessories sit in front and/or at the sides of the medium style



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same items, different configuration

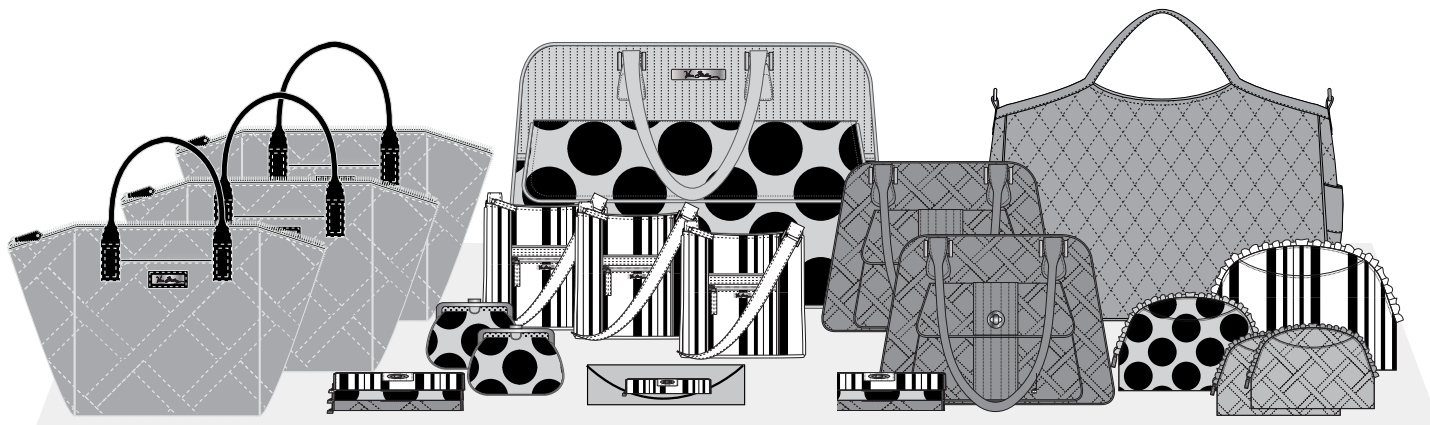


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display without triangular composition and not enough product



display with too much product