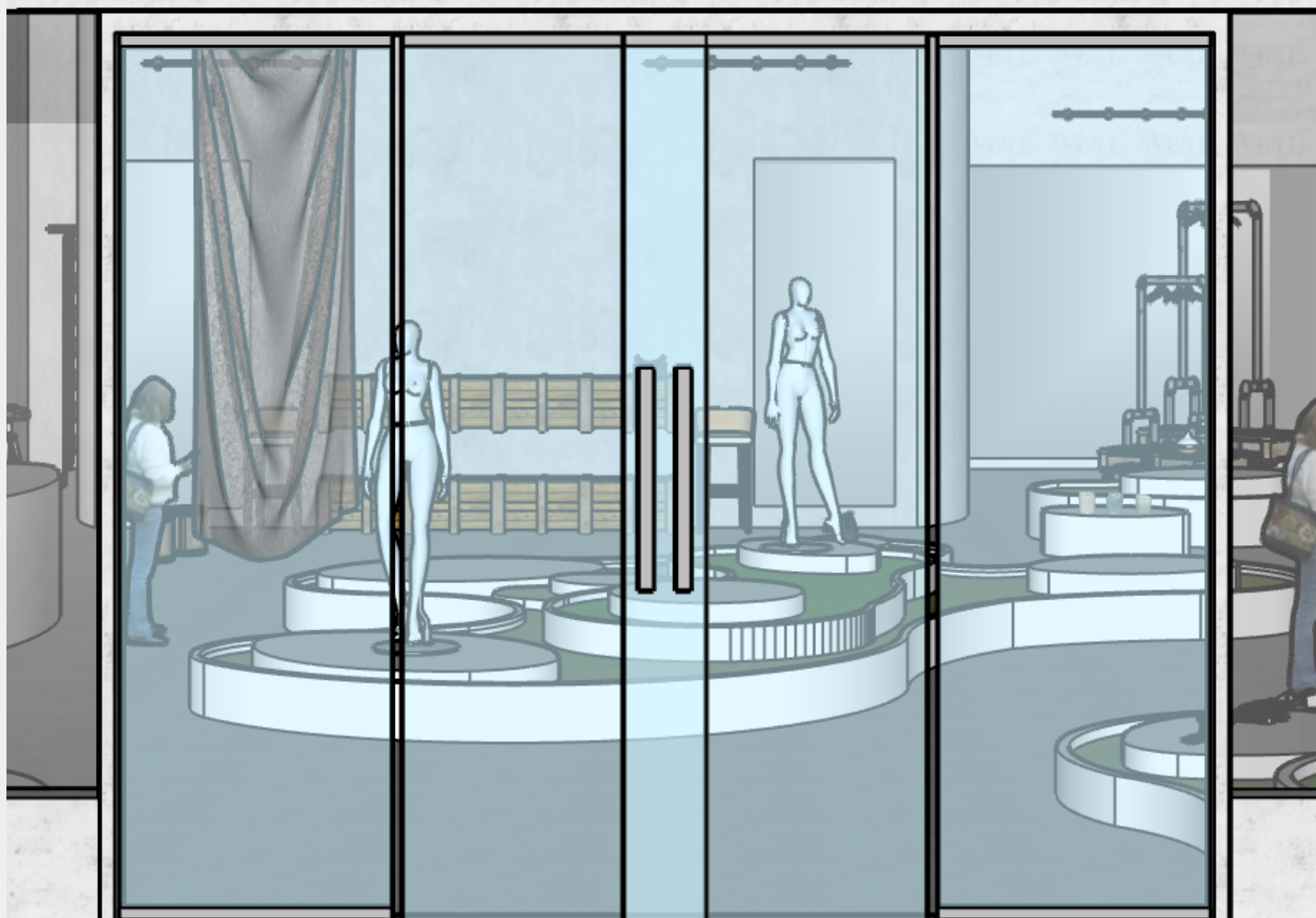


# sown /

VISUAL MERCHANDISING  
GUIDELINES



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[VIKRAM DOGRA NAMRATA DOGRA F19FM0577]

[FMM6B2]

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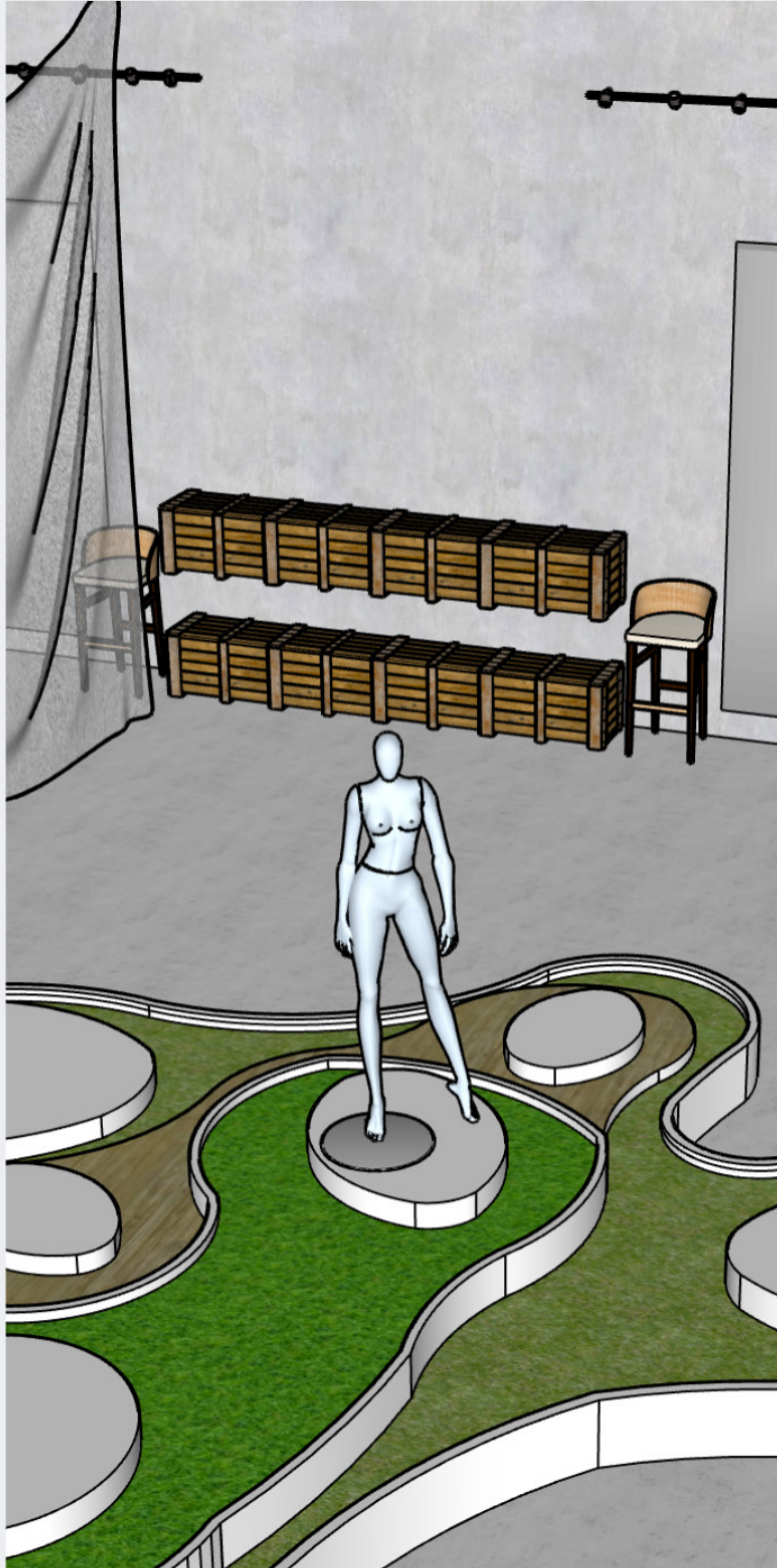
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PURE, SERENE, ETHEREAL, NATURAL, EVOCATIVE



# STORE CONCEPT

## VISUAL MERCHANDISING

Fusing nature & modern into one theme, and creating a comfortable and otherworldly experience for our consumers through the four senses.

The store uses pure cement concrete walls and flooring for a tranquil look. In addition, sown/s key fixture features faux moss & wildflowers for comfort.

[Ethereal] Drapes and elements to create a dreamy landscape

[Serene] Minimalist design and muted colours

[Mellow] Comfortable and soothing furniture

[Natural] Nature elements such as moss and wildflowers



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# MOODBOARD

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# TEXTURE & COLOR

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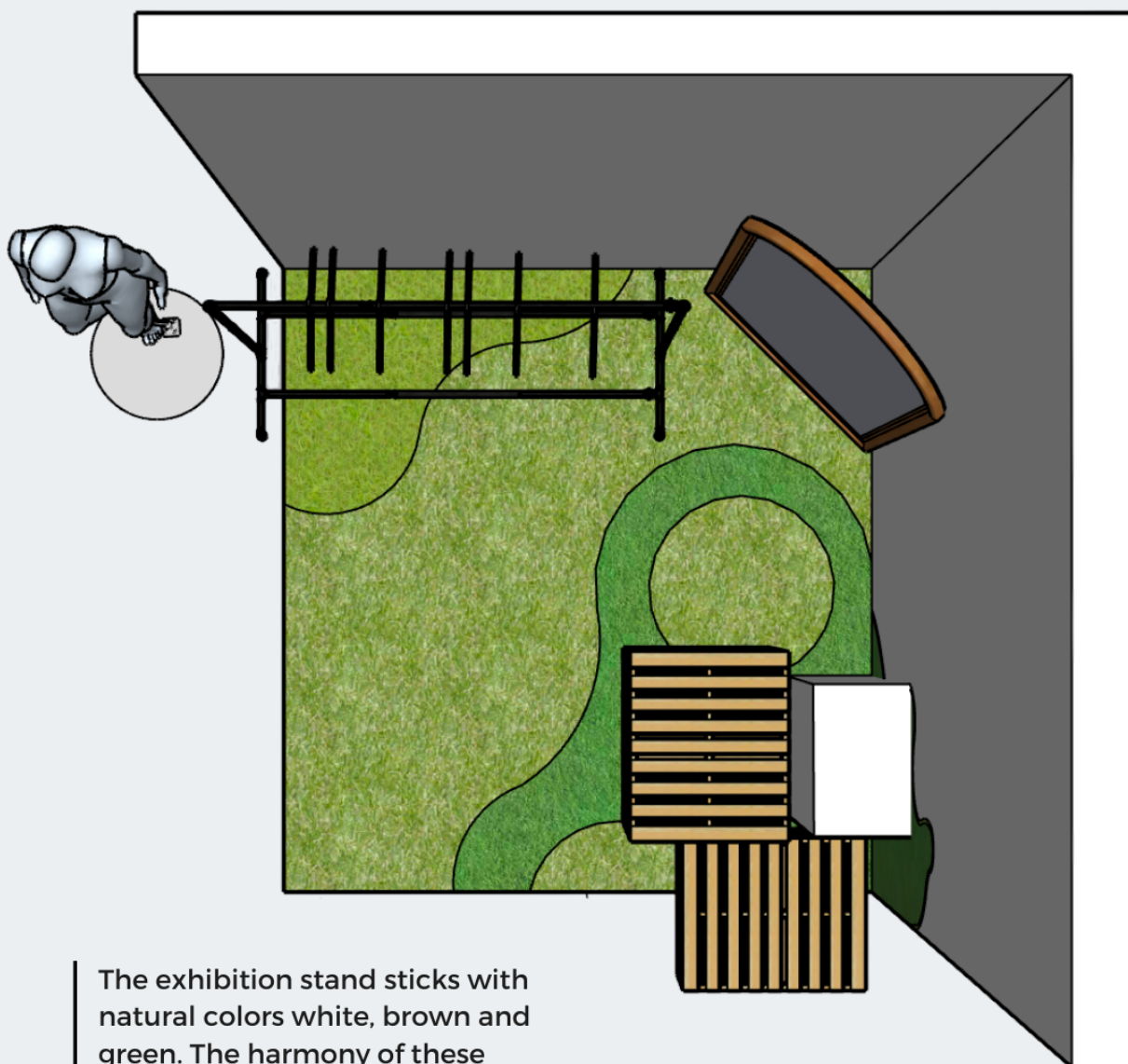


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# EXHIBITION STAND

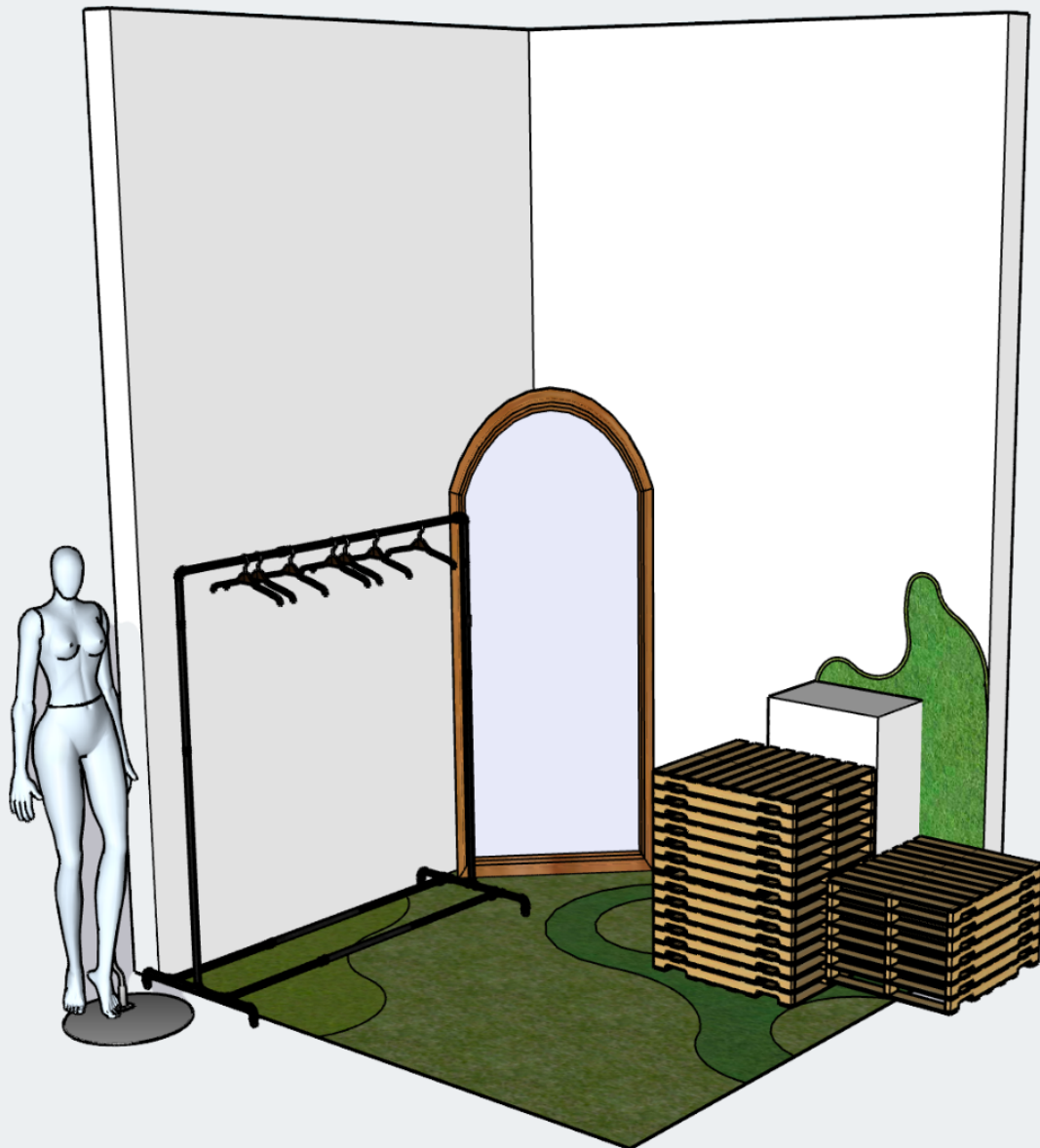
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The exhibition stand sticks with natural colors white, brown and green. The harmony of these colors creates a peaceful environment, which supports our brand personality.

# EXHIBITION STAND

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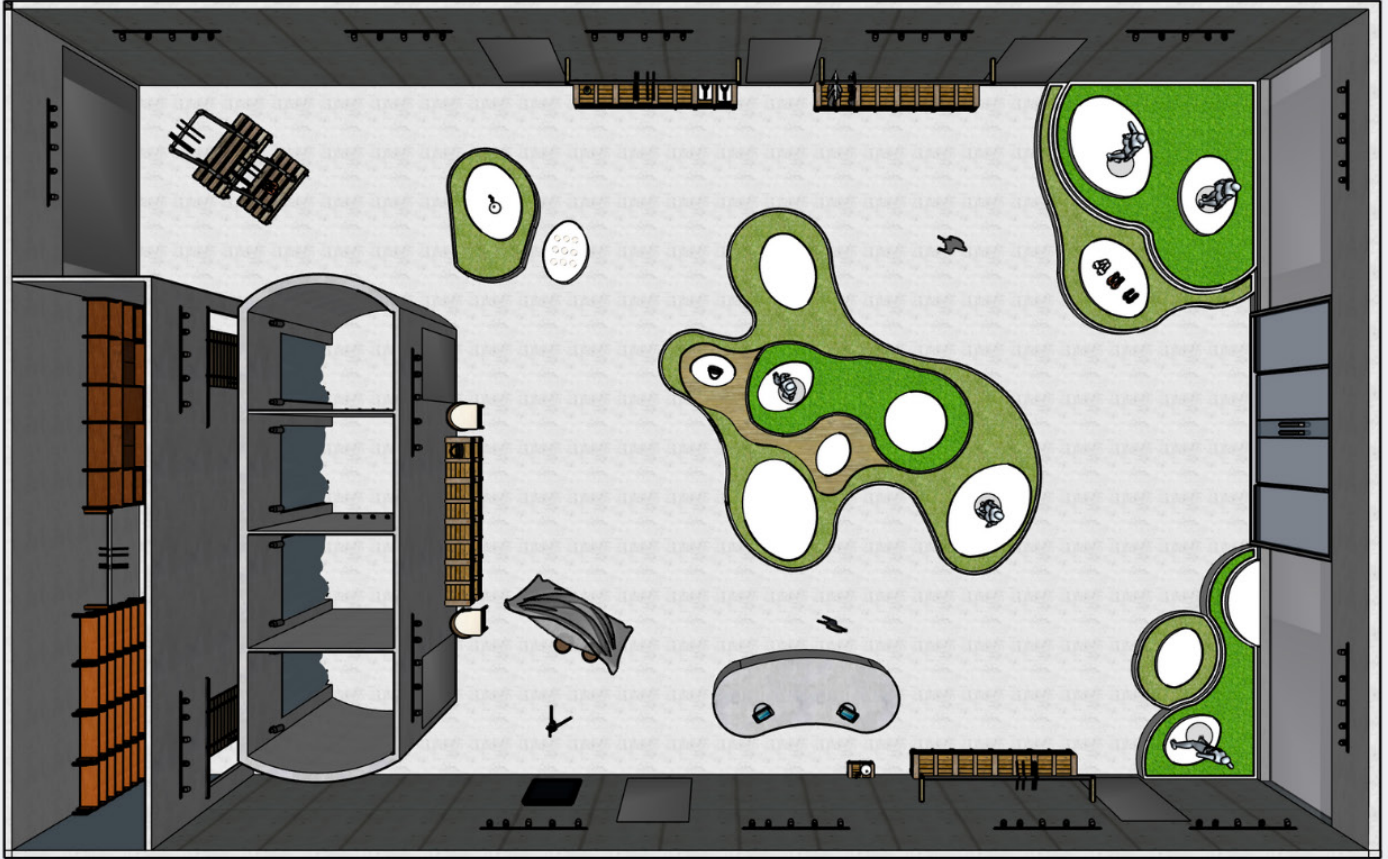


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# RETAIL STORE

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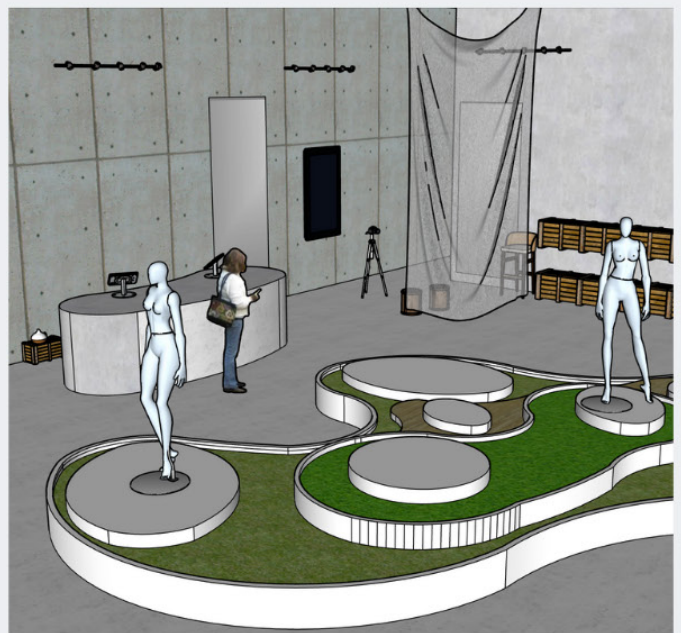
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## STORE STRATEGY

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Fusing nature & modern into one theme, and creating a comfortable and otherworldly experience for our consumers.

The store uses pure cement concrete walls and flooring for a tranquil look. Key fixtures use a layering stage with faux moss/wildflowers and ash wood to display items giving different levels and depth.



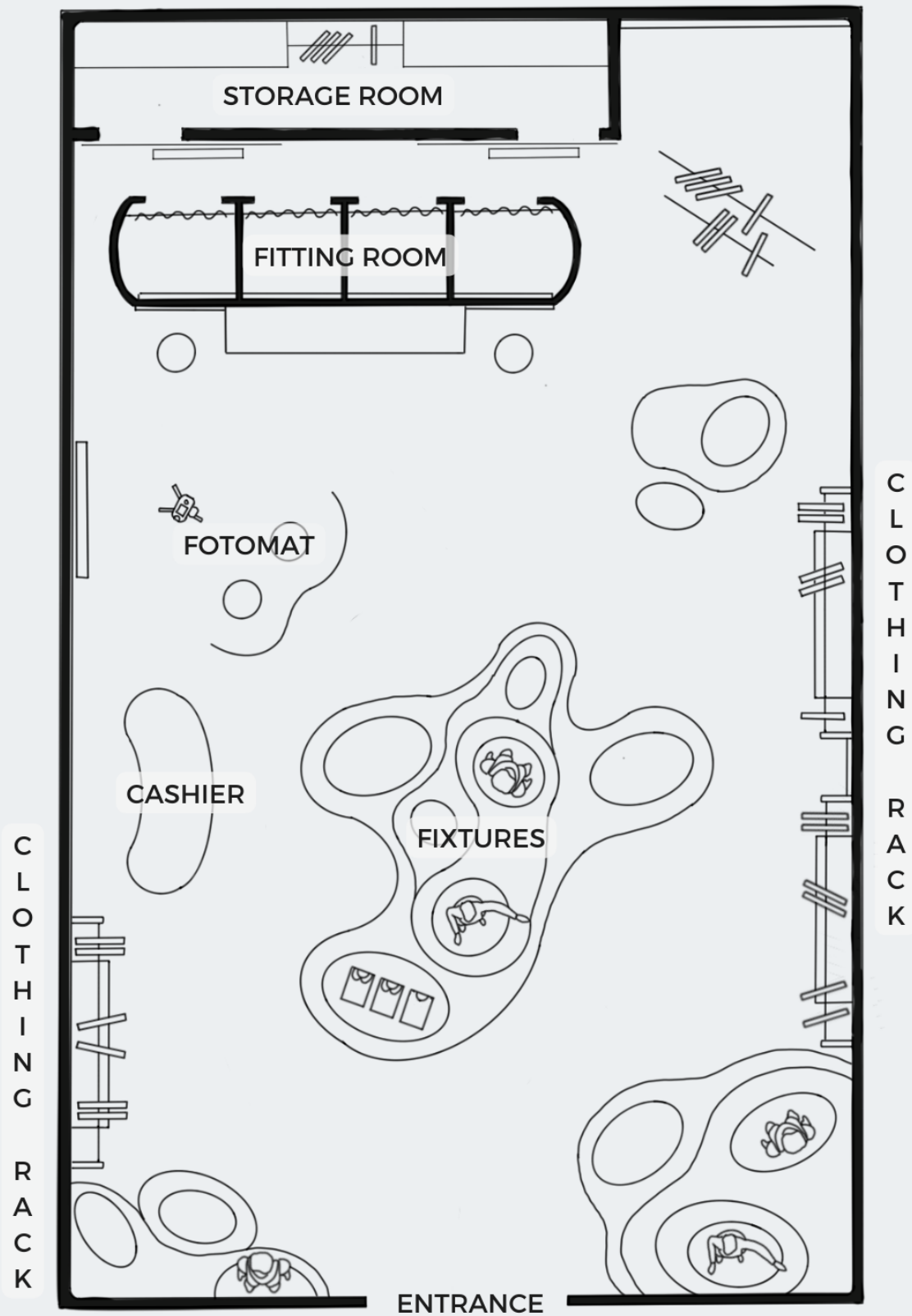
# STORE LAYOUT



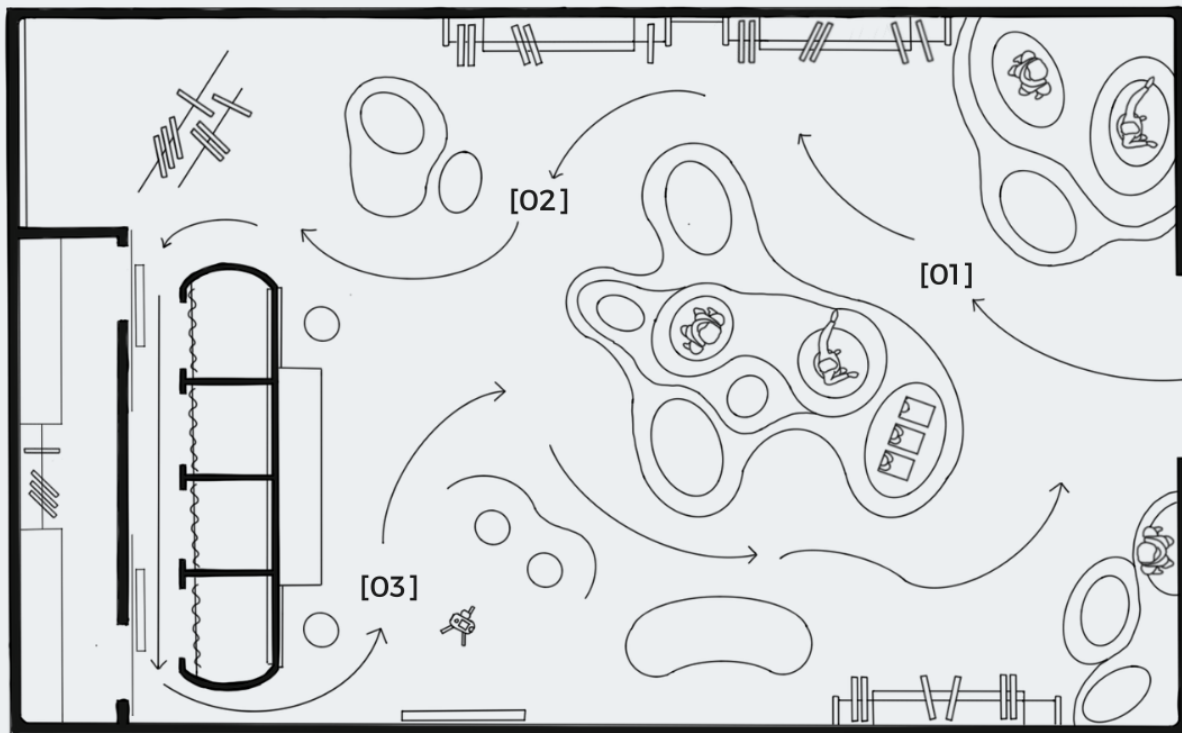
## [RETAIL STORE CLOSEUP]







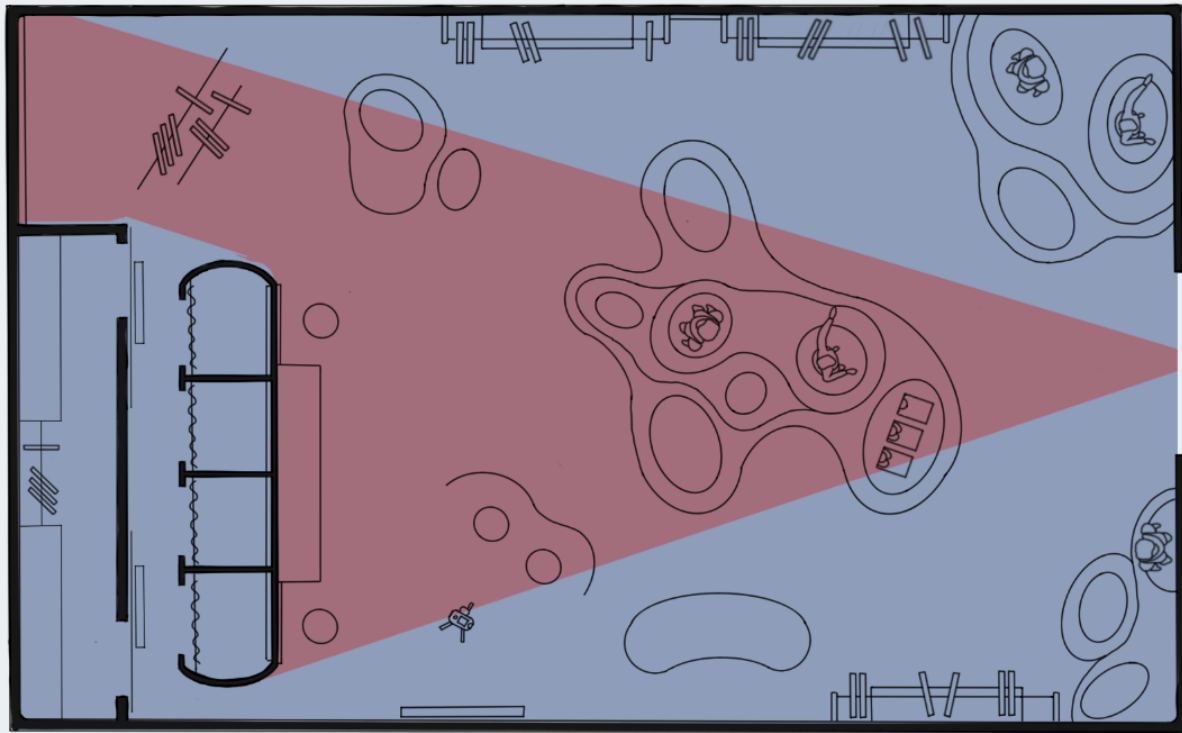




The aim of our visual merchandising is to give our consumers an immersive experience. The store has a soft aisle layout, with podiums placed strategically such that consumers can move easily within the store and have a seamless shopping experience.

As seen in the figure above, the pathway is designed to be a loop. [01] The consumers will follow the direction of the fixture and turn to their right towards the hanging racks and bottom displays. [02] They will then move in further towards the low table and layered rack at the back. This then naturally leads them to the fitting rooms. [03] To retain the consumers' attention after they have left the fitting rooms, the store has its very own fotomat project at the corner. The consumers will then end their journey at the cashier.

# LAYOUT PLAN



# HOT & COLD ZONE

The hot zone (red) is determined to be around the central fixture, following the consumer's vision. The cold zone (blue) is bound to be at the sides of the store.

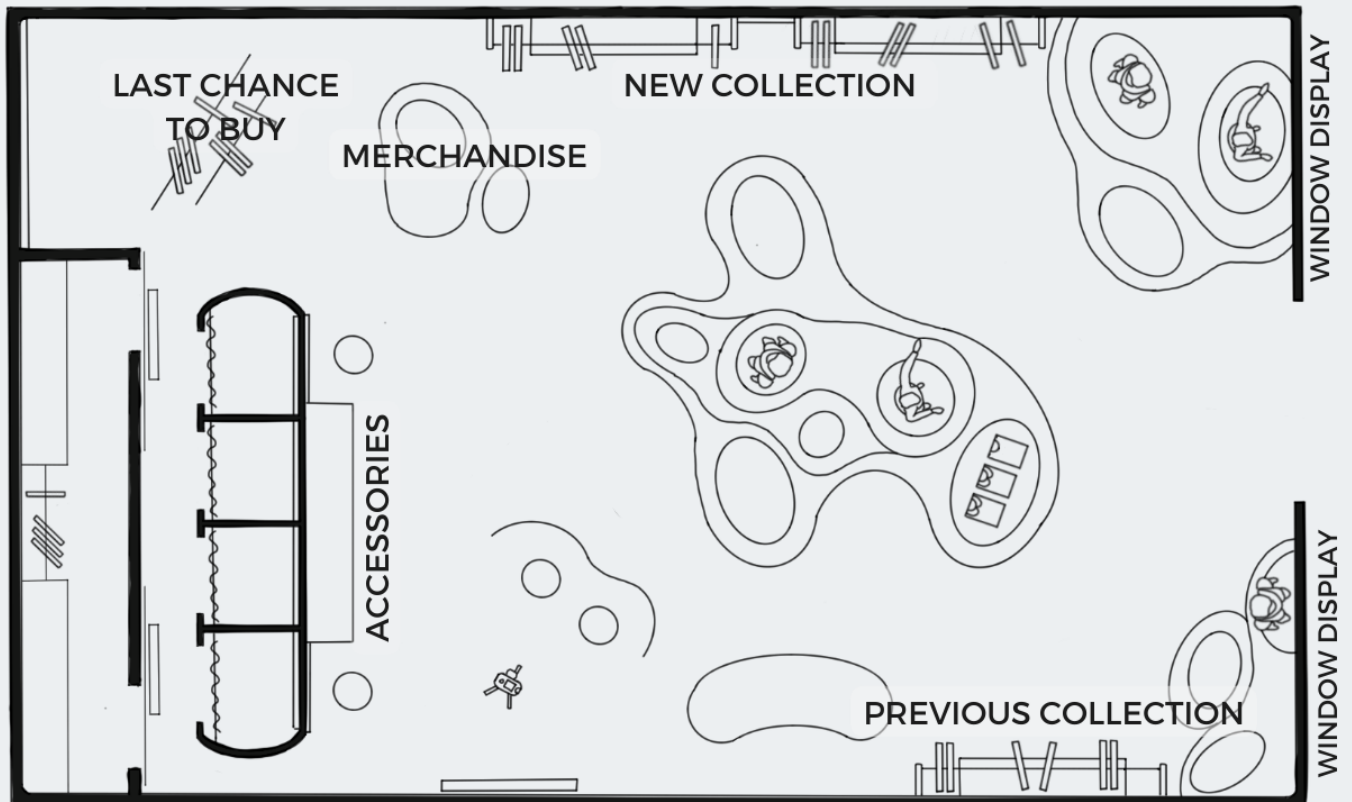
## Hot zone rationale:

- The fotomat will be placed in the hot zone. A sheer cloth is hung in front of the fotomat to evoke a sense of mystery, attracting more consumers to browse in the store.
- We will put the hot selling items and new arrivals in the hot zone. Consumers are more likely to browse the hot zones, and this is how we attract more consumers to enter the store.

## Cold zones strategy:

- The wall-mounted clothing racks would be placed behind the display fixtures within the cold zone to elicit consumers' line vision, causing the consumers to explore and interact within the area.

# PLACEMENT OF ADJACENCIES



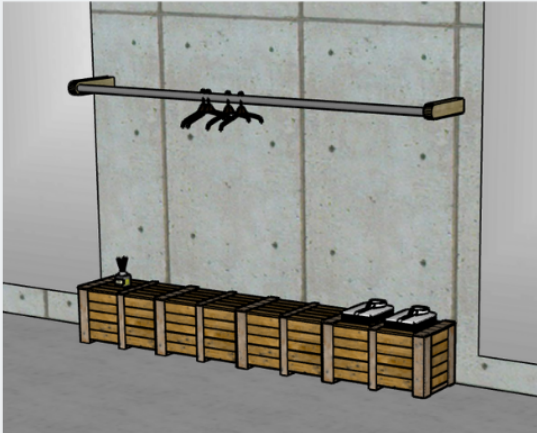
The latest products will be displayed on the display window to attract consumers within the store. The new collection will be displayed near the entrance on the right and the previous collection on the left nearby the cashier.

The last chance to buy or on-sale items is placed at the back of the store to encourage consumers to explore further into the store as they'll see more than 50% of the new collection! This rack is also nearby the fitting room for easier browsing.

Towards the back of the store, there'll be a rack on the back for accessories to expose customers to more merchandise to style up their garments. Instore, we're also featuring a fotomat as consumers would get a free session within purchases above \$100, evoking consumers to make their purchase.



# FIXTURES



## Wall-mounted clothing rack

measurements: 200cm x 40cm [LxW]

The clothing rack holds up to twelve garments, four clothing in three different sizes.

## Floor shelving

measurements: 212cm x 40cm x 40cm [LxWxH]

The wooden crate shelving holds up four accessories.

## Leveled display fixture

455cm x 370cm x 70cm [LxWxH]

The highest leveled display will consist of two platforms displaying two mannequins, the middle tier with two platforms displaying two accessories, and the lowest story with three podiums to show accessories or folded garments.

## 01 Window display fixture

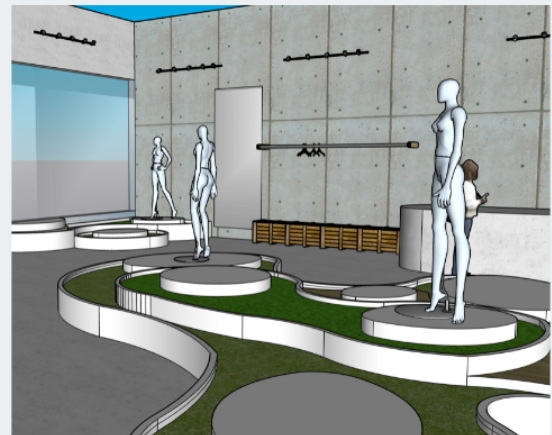
185cm x 185cm x 70cm [LxWxH]

The highest leveled display will consist of two platforms displaying two mannequins, and the lowest tier with one platform will display accessories/folded garments.

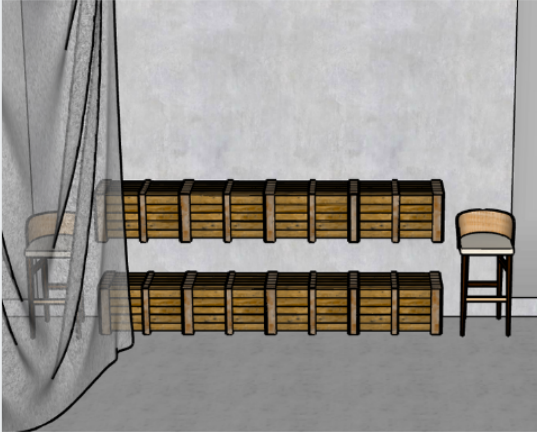
## 02 Window display fixture

95cm x 185cm x 70cm [LxWxH]

The highest leveled display will consist of two platforms displaying one mannequin and another platform showing accessories, the lowest tier with one platform will display accessories/folded garments.



# FIXTURES



## Floor shelving

measurements: 424cm x 40cm x 40cm [LxWxH]

There will be two levels of wooden crate shelving at the back of the store that holds up to fourteen accessories.

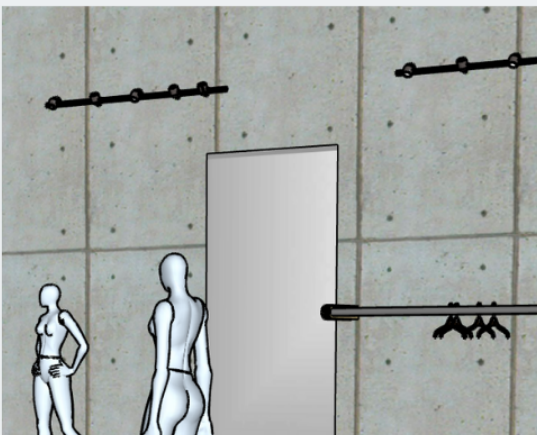
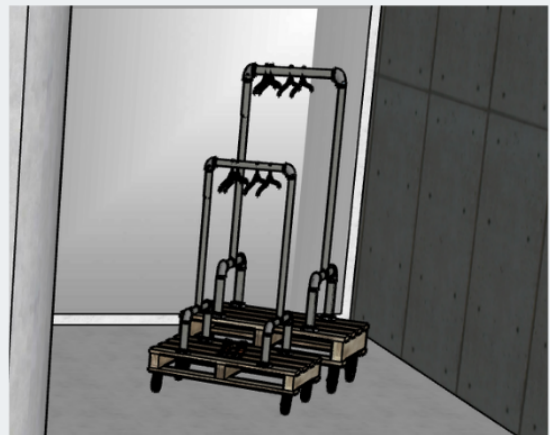
## Industrial pipe clothing rack

[last chance to buy items]

110cm x 40cm x 165cm [LxWxH]

90cm x 35cm x 120cm [LxWxH]

The higher rack will consist of up to eight outerwear/dresses, and the shorter one up to six tops/bottoms. [display one size for each design to avoid crowding the rack]



## Wall mounted track light

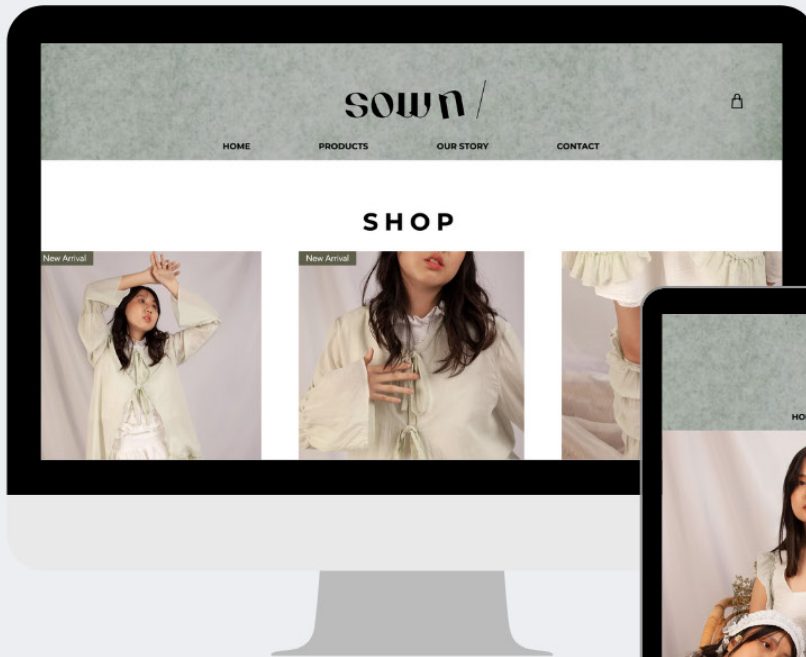
100cm x 24cm x 15cm [LxWxH]

Wall-mounted track light where the lamp body rotates 360° and the head 90° for ease in hanging the lighting directions

# E-COMMERCE INTEGRATION

## PRODUCT PAGE

THE DISPLAY OF PRODUCT IMAGES ,  
INFORMATION AND SIZE GUIDE



## BRAND STORY PAGE

THE STORY BEHIND THE  
CREATION OF SOWN/

