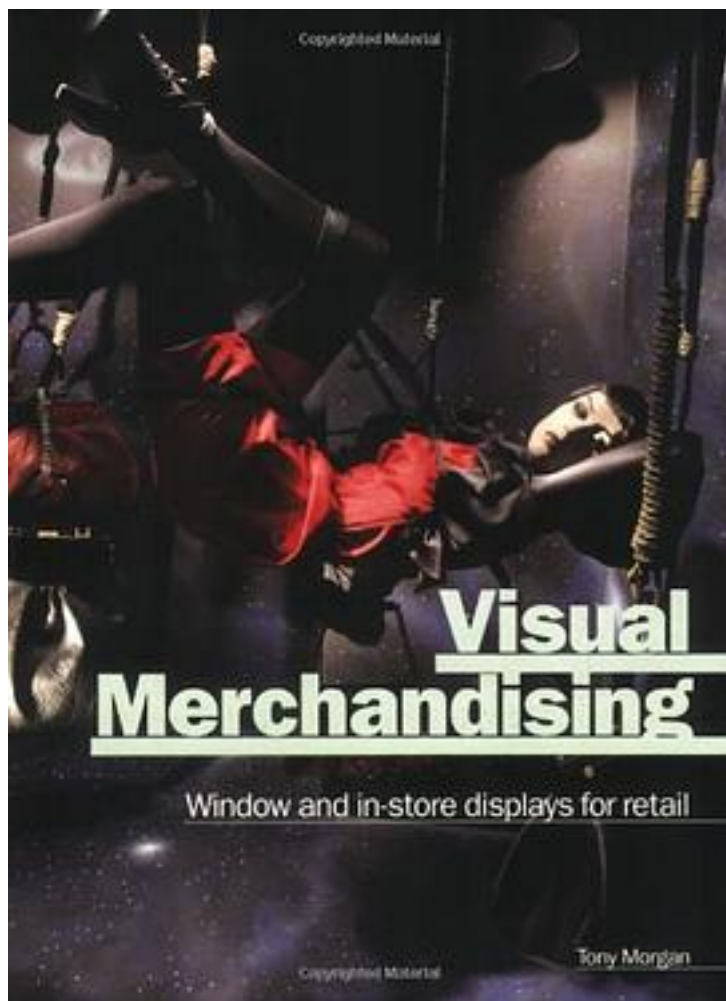


Visual Merchandising



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As long as there are shoppers, there will be a need for visual merchandising. Zeroing in on all aspects of the craft—from classic techniques to the most avant-garde

developments, Visual Merchandising and Display, 6th Edition, teaches readers to present products at their best: color-coordinated, accessorized, and self-explanatory. Hundreds of examples from around the world demonstrate how retailers can reach their target markets by adding interest to window and interior displays. This new edition of the best-selling text also includes sections on sustainability, offering tips for "green" presentation. This book serves as a "how to" for creating a visual look and feel for a brand and optimizing images.

作者介绍:

Martin M. Pegler has been in the field of visual merchandising and store design for over 60 years and has authored and edited more than 80 books. He is an international lecturer on display, visual merchandising and store design and an editor of the quarterly publication, Retail Design International. Pegler has been honored by the Professionals for the Advancement of Visual Education (PAVE) with a Lifetime Achievement Award. He has received the NY State's Chancellor's award for Excellence in Teaching, is an inductee in the Visual Merchandising / Display Industries Hall of Fame and an elected member of the Society of Visual Merchandisers. Pegler has been honored with Lifetime Achievement Award from the International Housewares Association (IHA) and with an annual international award named the Martin M. Pegler Award for Excellence in Visual Merchandising & Display by the Global Award Innovation (GIA) group of the IHA.

目录: Conversational tone and lack of strict rules, regulations, and "don'ts" foster creative thinking and enable individual approaches and interpretations

Written for store planners, manufacturers, and visual merchandisers

"Trade Talk" section at the end of each chapter lists key terms

Chapter summaries reinforce key messages

Review and discussion questions assess concept retention

Comprehensive glossary featuring key terms used throughout the text

New to This Edition

A "Go Green" feature in most chapters applies concepts in environmentally friendly ways with special focus on re-purpose, re-use, recycle

Updated chapters on lighting, fixtures, and point-of-purchase displays reflecting the latest technology

More than 300 full-color photos and drawings of store display windows and interiors, exhibits, fixtures, floor plans, and more

Instructors Resources

Instructor's Guide

PowerPoint® Presentation

Getting Started: Visual Merchandising and Display Basics

Why Do We Display?

Color and Texture

Line and Composition

Light and Lighting

Types of Display and Display Settings

Where to Display

The Exterior of the Store

Display Window Construction

Store Interiors

What to Use for Successful Displays

Mannequins

Alternatives to the Mannequin
Dressing the Three-Dimensional Form
Fixtures
Visual Merchandising and Dressing Fixtures
Modular Fixtures and Systems in Store Planning
Furniture as Props
Visual Merchandising and Display Techniques
Attention-Getting Devices
Familiar Symbols
Masking and Proscenia
Sale Ideas
Fashion Accessories
Home Fashions, Hard Goods, and Food Displays
Graphics and Signage
Visual Merchandising and Planning
Visual Merchandising Planning
Setting Up a Display Shop
Store Planning and Design
Visual Merchandising and the Changing Face of Retail
Related Areas of Visual Merchandising and Display
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