

Creating an attractive product display can draw the customer in, promote a slow-moving item, announce a sale, or welcome a season. If your store front is fortunate enough to feature one or more windows, then you have one of the most proven (and least expensive) forms of advertising at your disposal.

Elements of Effective Visual Merchandising

- **Balance:** Asymmetrical rather than symmetrical balance with the display.
- **Size of Objects:** Place the largest object into display first.
- **Color:** Helps set mood and feelings.
- **Focal Point:** Where product and props/signage and background come together.
- **Lighting:** Should accent focal point, if possible.
- **Simplicity:** Less is more so know when to stop and don't add too many items.