

Visual Merchandising 2nd edition



A great introduction for retail students, this book offers a user-friendly reference guide to all aspects of visual merchandising and covers both window dressing and in-store areas. Using examples from a range of shops, from fashion emporia to small outlets, the book offers practical advice on the subject, supported by hints and tips from established visual merchandisers. It reveals the secrets of their toolkit and information on the use of mannequins, the latest technology and how to construct and source props, and explains the psychology behind shopping and buyer behaviour. Presented through colour photographs, diagrams of floor layouts and store case studies, and including invaluable information such as a glossary of terms used in the industry, Visual Merchandising 2nd edition is an essential handbook for anyone working in and learning about this exciting area. This revised edition contains four new case studies and extensively revised and updated images. (ISBN of previous edition: 978-1-85669-539-8)

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