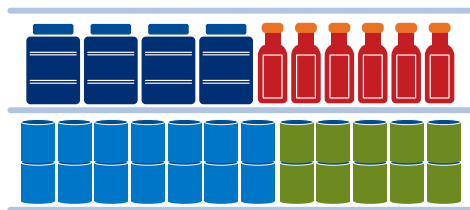


MERCHANDISE BASICS

USE OF COLOR IN VISUAL MERCHANDISING



THE USE OF COLOR IS TO PROVIDE IMPACT AND WE DO THIS THROUGH 3 MAIN PRACTICES:



LIKE ITEMS

- Pull like items together to **CREATE VISUAL APPEAL**
- Think about what the customer will see and **HOW EASY IT WILL BE FOR THEM TO SHOP**

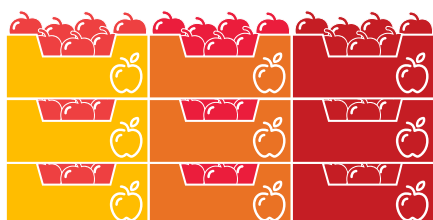
1



COLOR SEPARATION

- Separating items by color drives value and makes it **EASIER FOR THE CUSTOMER TO MAKE A SELECTION**
- Apparel items should be merchandised **LIGHT TO DARK** moving left to right

2



3

RIBBON COLOR

- When merchandising similar items, **USE OF COLOR CAN CREATE A COLOR BLOCKING EFFECT**