

BASICS

FASHION MANAGEMENT

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VISUAL MERCHANDISING FOR FASHION



BLOOMSBURY

Sarah Bailey

Visual Merchandising for Fashion (Basics Fashion Management)



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How do we define retail areas to keep commerciality and the 'encounter' to encapsulate the virtual world along with the physical 1? What first attracts us to a brand? What makes things offer? Why do we go to a particular store rather than another? Where do people meet before they go shopping? How do we journey from private to general public place? When making, producing or installing a visual merchandising concept, this reserve will encourage you to generate individual and self directed styles - this is the ultimate visual information to merchandising for fashion. This book can help visual merchandisers develop new means of working within the fashion retail business and can define a theoretical underpinning of visual merchandising principles. Examples are used to highlight and amplify the theoretical narratives existing in consumer areas and their representations. Interviews provide invaluable guidance from all levels of industry. Visible merchandising can be involved with many of these queries - and incorporates the relationship between brand, consumer, item and environment.



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