

WANT TO CREATE YOUR OWN UNIQUE DISPLAY?

LET US SHOW YOU HOW!

TO BEST SHOWCASE YOUR BRAND & STYLES, CREATE A DISPLAY THAT IS UNIQUE & HIGHLIGHTS WHAT YOU WANT TO SHARE. THESE ARE SOME OF OUR BEST PRACTICES & TIPS FOR CREATING YOUR OWN!

SANMAR



TIPS TO CREATE YOUR OWN DISPLAY!

GENERATE A THEME

- IDENTIFY YOUR AUDIENCE BASED OFF THE ITEMS YOU WOULD LIKE TO DISPLAY.
- FOR EXAMPLE, WE WANTED TO HIGHLIGHT NEW STYLES CUSTOMERS COULD EASILY IMAGINE SEEING IN THEIR OWN CLOSET.
- THE THEME OF OUR EXAMPLE DISPLAY IS AN EVERYDAY, BLANK-CANVAS CLOSET.
- IF, HOWEVER, YOU WANTED TO SHOWCASE OUTERWEAR YOU COULD CREATE AN OUTDOORS THEME FOCUSED ON CAMPING OR HIKING.

CREATE A FOCAL POINT

- BASED OFF YOUR THEME, CHOOSE A SPECIFIC ITEM, FABRIC OR COLOR YOU WOULD LIKE TO USE AS YOUR CENTRAL FOCAL POINT.
- ARRANGE PRODUCTS AROUND THIS FOCAL POINT, MAINTAINING A COHESIVE THEME.

BE BOLD

- USE COLORS, SHAPES AND PROPS TO HELP BRING THE DISPLAY TO LIFE.
- THINK OUTSIDE THE BOX WHEN IT COMES TO TYPICAL COLOR CHOICES.
- PROPS ARE A GREAT WAY TO ADD INTEREST AND INTRIGUE TO A DISPLAY.
- FOR EXAMPLE, IN OUR DISPLAY WE ADDED SHOES, SUNGLASSES, AND A WALLET SINCE THEY ARE EVERYDAY ITEMS YOU MIGHT FIND IN A PERSON'S CLOSET.

KEEP IT SIMPLE

- WHILE IT'S EASY TO TRY AND FIT AS MANY PRODUCTS INTO A DISPLAY AS POSSIBLE, REMEMBER TO ONLY HIGHLIGHT KEY PIECES.
- TOO MANY ITEMS WILL OVERWHELM A VIEWER.
- USE THE ARRANGEMENT TO KEEP THE DISPLAY CLUTTER-FREE AND FOCUSED ON THE GOAL OF THE DISPLAY.

BALANCE IS KEY

- WITH ALL DISPLAYS THERE WILL BE LARGE OBJECTS AND SMALL OBJECTS, DARK COLORS AND LIGHT COLORS AND IT'S IMPORTANT TO MAINTAIN A BALANCE OF THE DIFFERENT ELEMENTS.
- PLACE AN EQUAL NUMBER OF ALL SIZES, COLORS AND TEXTURES ON BOTH SIDES OF THE DISPLAY TO CREATE A PLEASING AESTHETIC.



SUPPLIES USED FOR OUR EXAMPLE

- 4 IKEA ELVARLI 20" SIDE UNITS
- 3 IKEA ELVARLI 31 1/2" CLOTHES RAILS, WHITE
- 5 IKEA ELVARLI 31" SHELVES
- 1 IKEA ELVARLI 15 3/4" CLOTHES RAIL, WHITE
- 3 IKEA ELVARLI 15" SHELVES
- 2 IKEA ELVARLI HOOKS, WHITE
- 2 IKEA ELVARLI 31" INSERTS, WHITE
- 1 IKEA ELVARLI 31" DRAWER, WHITE
- 2 IKEA ELVARLI CROSS-BRACES, WHITE
- AN ASSORTMENT OF CLOTHING & ACCESSORIES
- CLOTHING HANGERS

HOW TO CREATE OUR EXAMPLE DISPLAY

- 1** BUILD THE FOUR 20" SIDE UNITS AS PER THE IKEA INSTRUCTIONS. THESE PIECES WILL CREATE THE FOUNDATION FOR THE ENTIRE STRUCTURE.
- 2** USING THE CROSS BRACES, CONNECT THE LOWER SECTIONS OF THE UNIT FROM THE BACK.
- 3** INSTALL SHELVES AND CLOTHING RAILS BETWEEN THE SIDE UNITS IN ORDER TO ESTABLISH A FULL DISPLAY UNIT. THERE WILL BE TWO 31" SECTIONS AND ONE 15" SECTION, AS DICTATED BY THE SIZE OF THE SHELVES AND RAILS.
- 4** INSTALL THE INSERTS FOR PRODUCT DISPLAY.
- 5** INSTALL THE DRAWER.
- 6** HANG THE HOOKS ON THE RIGHT, EXTERIOR SIDE OF THE DISPLAY.
- 7** ARRANGE CLOTHING AND ACCESSORIES THROUGHOUT THE DISPLAY.