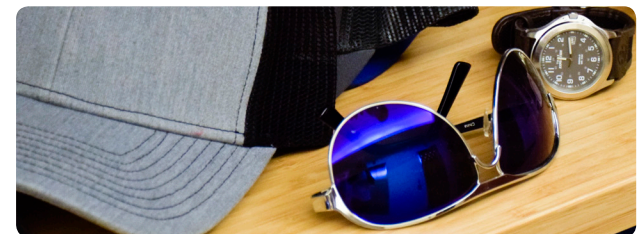


BEST PRACTICES FOR UNIQUE DISPLAYS

HOW TO CREATE AN ENGAGING DISPLAY

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 & TRICKS FROM OUR EXPERTS!

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.

