

AN OVERVIEW TO FASHION RETAILING THROUGH VISUAL MERCHANDISING

Mrs. Shilpa Krishna

*Assistant Professor, B.Sc., FAD,
IQAC Co-coordinator.*

Mrs. Jayalakshmi B.

Assistant Professor, B.Sc., FAD.

India has just seen an introduction of modern retail. A country where the trade has been primarily dominated by the middlemen, modern retail is bringing about a slow but a steady change in the shopping behaviour of the Indian consumer.

“Retailing pertains to the sale of goods or merchandise to final consumers or end-users”.

Visual merchandising, on the other hand, refers to the art of showcasing or presenting the same goods or merchandise. Visual merchandising educates the customers, creates desire and finally augments the selling process.

The Indian retail market is the fifth largest retail destination globally. Evolving rapidly with growing consumers spending and increasing investment by global players. Interestingly with modest store formats being pursued to attract average rural customers – compared to the plush and vibrant formats adopted by urban retailer’s rural retailing is set to provide a new dimension to the Indian retail scenario.

Higher disposable incomes, easy availability of credit, high exposure to media and brands has considerably increased the average propensity to consumer over the years.

Human basic need is food, clothing, shelter the second basic need i.e. clothing is also called as ‘cloth’ or ‘clothes’ these which apparel or garment is made it relates to fashion industry.

The fashion develops or has made its niche in economy market so strongly that it is the second economy builder of our country after agriculture. Fashion is 1.2 trillion dollar global industry. Today’s buzz word is “fashion”. Fashion does not mean well dresses. It also includes business which is well versed. It is structurally diverse industry ranging from major international retailers or wholesalers to large design house to, one person design shops.

It is a highly sophisticated industry involving market research, brand licensing, intellectual property rights, design, and material, engineering product manufacturing, marketing and final distribution.

Fashion is a part of the creative economy whose knowledge creates high wage jobs in the country. It is here that to reach customers or to build a brand or to market a product, to launch oneself globally and set a trend retailing through visual merchandise comes into existence.

No matter how unique, creative and distinguished the retail store or how superlative the quality of its merchandise, it is of little value if the store does not cater to what customer wants and expects.

- Clarity
- Signage.

A window is the most significant aspect of a store. It communicates style, content and price point. It's simply "visiting card" of a store.

Styling merchandise refers to the unique way of displaying products. Window displays can be:

- Real setting
- Atmospheric setting
- Semi real setting
- Whimsical setting
- Abstract setting

Thus, there can be promotional displays and institutional displays. The promotional display concentrates on single items developed on theme like "Father's Day" promotion. Institutional display promotes an idea. Thus, with the growth of retail, the scope of Visual Merchandising is also growing exponentially. "Visual Merchandising is the silent salesman for a retail store".

To conclude, the world of visual merchandising is all about fascinating tools of display which helps transform shoppers into stoppers, walk-bys into walk-ins, and passers-by into passers-who-buy!