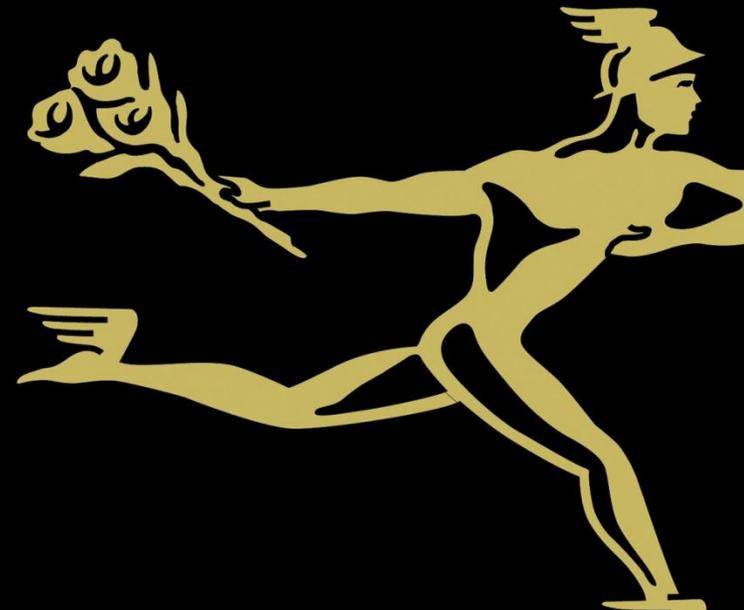


Holiday Merchandising Magic

J. Keith White AIFD CFD

August 19, 2014

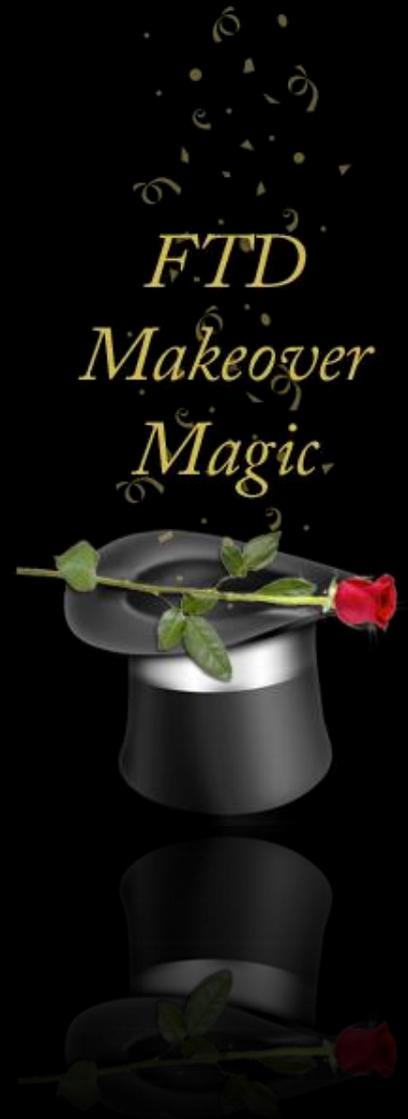




FTD Makeover Magic Contest!

To be entered into the contest:

- Participate in today's webinar - Holiday Merchandising Magic
- Submit a 75 word essay explaining why your shop interior deserves a makeover
- Submit 1 or 2 photos of your shop's current interior space and storefront window display
- All submissions must be sent to prdept@ftdi.com by midnight Pacific time, tonight, August 19, 2014
- Contest winner receives a store makeover valued at \$5,000
- View the Official Contest Rules: www.ftdi.com/makeover



Welcome to the holiday merchandising puzzle





FTD MAGIC MAKEOVER 2013

Makeover Elements

Reduce Clutter & Mixed Messages

BEFORE



AFTER



FTD MAGIC MAKEOVER 2013

BEFORE



AFTER



Know Your Market Share



“Market Shares



- 3 Major Styles
- Everyday to Holiday
- Modern
- Classic
- Organic



Style: Modern



Holiday Modern



STYLE: Classic



HOLIDAY CLASSIC



STYLE: *Organic*



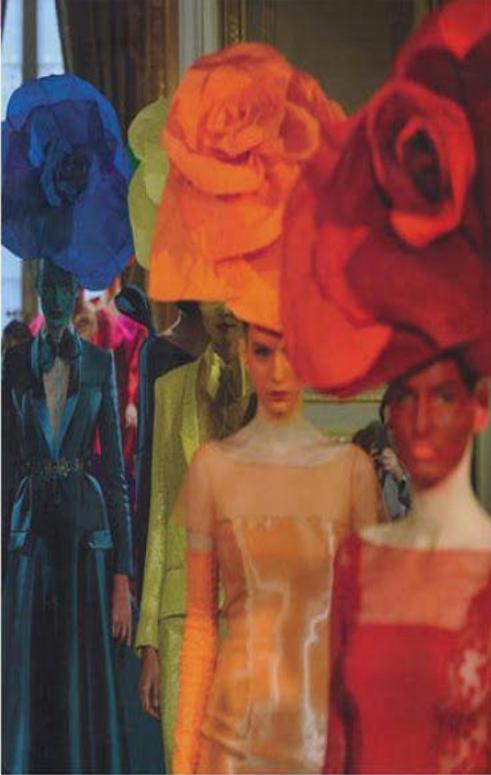
Holiday *Organic*





Full Spectrum A splendid statement

Spring/Summer 2014 UC



DO 8551UC

DO 8552UC

DO 8553UC

DO 8554UC

DO 8555UC

DO 8556UC

DO 8557UC

DO 8558UC

- Holiday Translation



- Color Trends



COLORS IMPACT CUSTOMERS' BUYING HABITS





Creating Visual Appeal

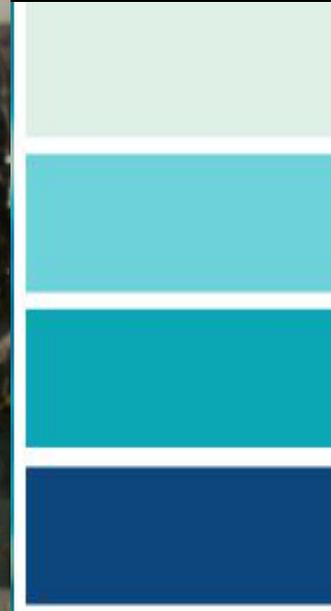




Cohesive Theme Colors Textures



Holiday Visual Applications



Cross Merchandising



VISUAL IMPACT



The Power of Engagement

Price Points & Variety





Eye Candy At Eye Level



Merchandising on Wheels

Send A Clear Message

- Contact Information
- Area Code
- Website



BOLD CLEAR INFORMATION



THE POWER OF SIGNS- OPEN OR NOT?



Open ALWAYS!

- 24 Hour Service
- Store Front Hours
- Website Posted



Elements of Effective Visual Merchandising

Color: Helps sets the mood and feelings.

Size of Objects: Place the largest object into display first.

Balance: Asymmetrical rather than symmetrical balance with the display.

Focal Point: Where product, props/signage and background come together.

Lighting: Should accent focal points.

Simplicity: Less is more- so know when to stop



Spring Holiday Display Start to Finish



The Simplicity of Displays



Precise Assortment Placements



creativity

[kree-ey-tiv-i-tee]

n. the state or quality of being creative.
The ability to transcend traditional ideas and
to create meaningful new ideas.



Final Points

- Contact Keith White at jkeithonline@att.net
- Webinar available to view at FTDUniversity.com
- Handouts available at FTDi.com/FTDUniversity.com/webinarmaterials.htm





FTD Makeover Magic Contest!

To be entered into the contest:

- Participate in today's webinar - Holiday Merchandising Magic
- Submit a 75 word essay explaining why your shop interior deserves a makeover
- Submit 1 or 2 photos of your shop's current interior space and storefront window display
- All submissions must be sent to prdept@ftdi.com by midnight Pacific time, tonight, August 19, 2014
- Contest winner receives a store makeover valued at \$5,000
- View the Official Contest Rules: www.ftdi.com/makeover

