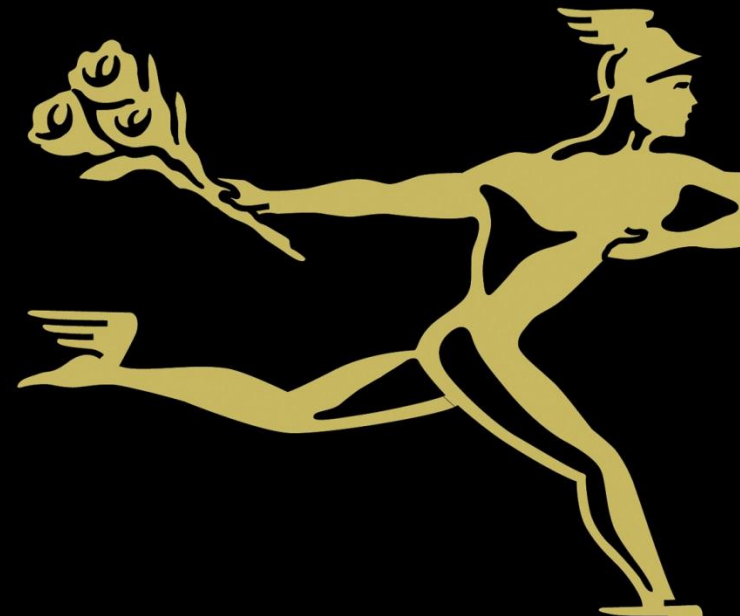


Holiday Merchandising Magic

J. Keith White AIFD CFD

August 19, 2014

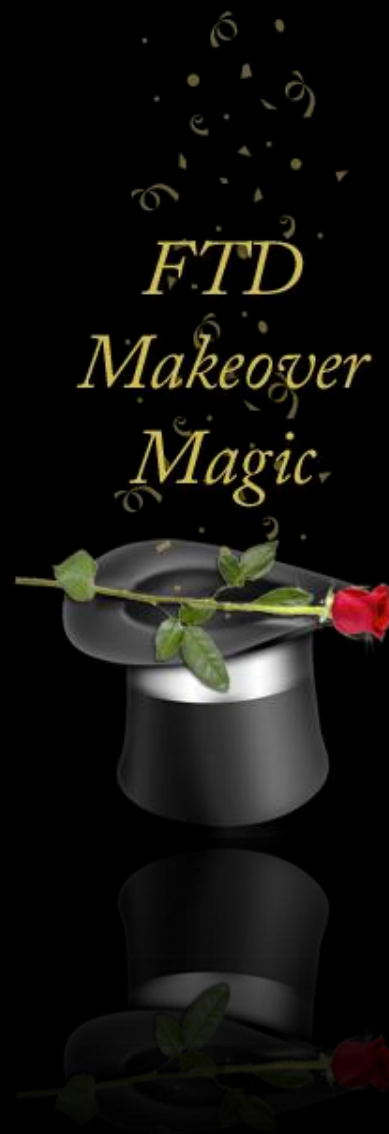




FTD Makeover Magic Contest!

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

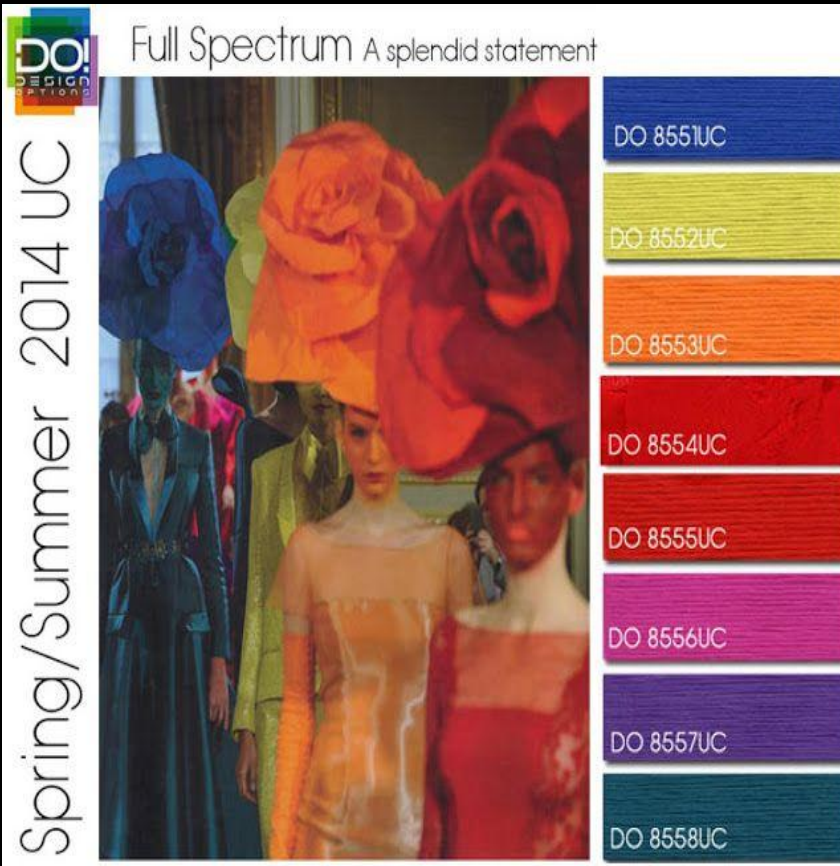


STYLE: *Organic*



Holiday *Organic*





- Holiday Translation



- Color Trends



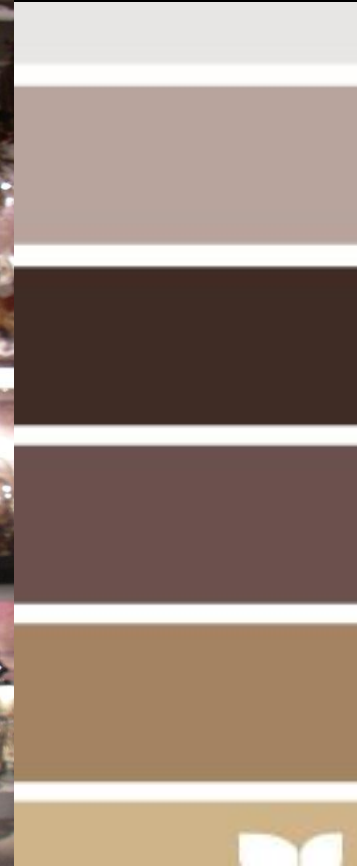
COLORS IMPACT CUSTOMERS' BUYING HABITS





Creating Visual Appeal

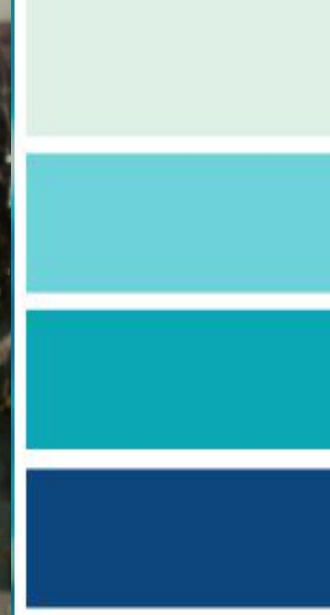




Cohesive Theme Colors Textures



Holiday Visual Applications



Cross Merchandising



VISUAL IMPACT



The Power of Engagement

Price Points & Variety



A photograph of a garden center display. In the center, a wooden table holds several small potted plants and decorative items. Behind the table, a large arched mirror reflects the interior. To the left, a blue metal chair is next to a display of white orchids. To the right, a large white urn holds a flowering branch. In the foreground, several stacks of terracotta pots are arranged on the floor. The background features tall, bare branches in large vases.

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



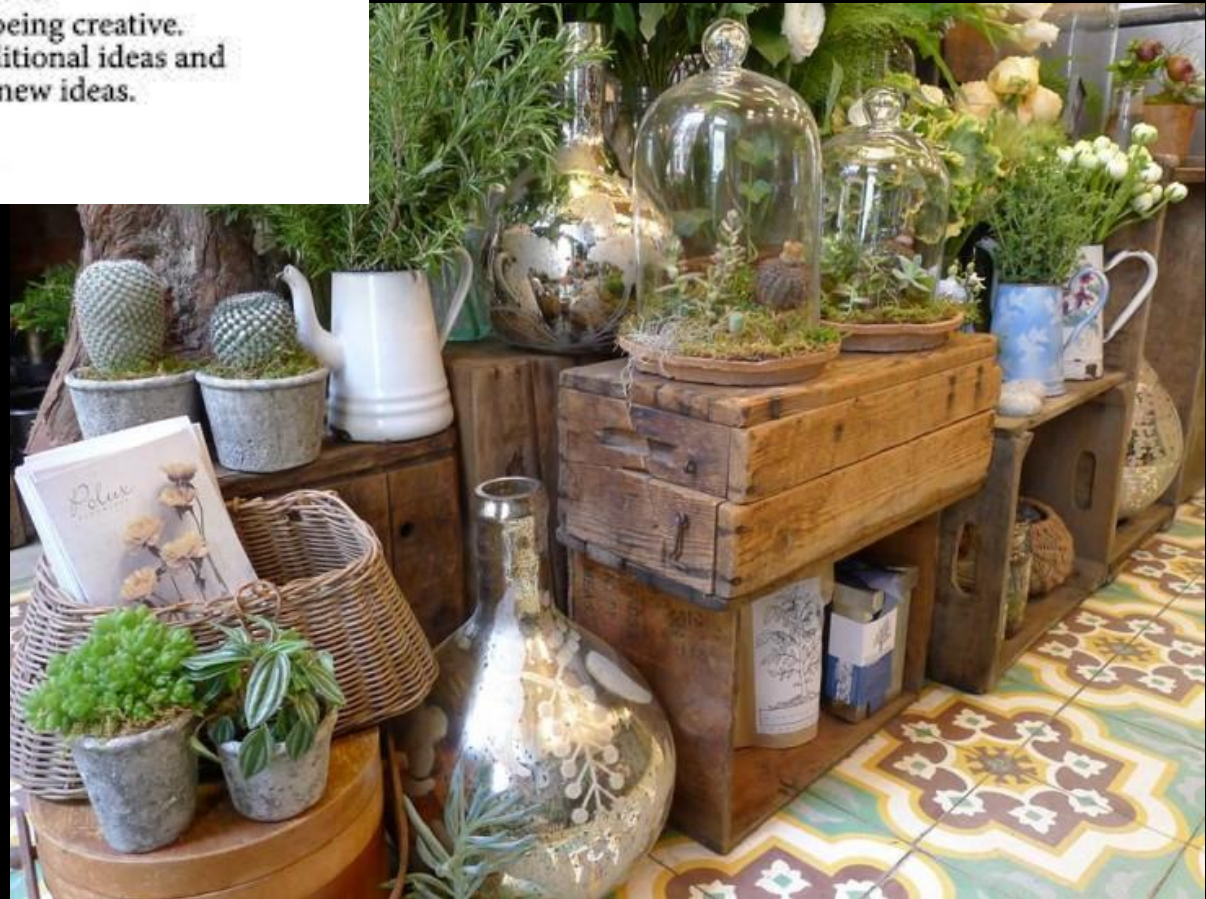
Precise Assortment Placements



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

