

# LEVEL 3 VISUAL MERCHANDISING & STYLING EX DIPLOMA (UAL CREATIVE PRACTICE: ART, DESIGN & COMMUNICATION) MART011F1A

# **STAGE ONE - SUMMER PROJECT**

Through The Looking Glass.....

**Introduction to Unit 1: The Creative Process** 







Louis Vuitton - Store Design Oasis - Pop-Up Store Bergdorf Goodman - Window Display

HAND OUT:	02/06/25
HAND IN:	September 25
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Benetton Printemps pop-up (Paris)

Louis Vuitton - Window Design

# **Project Context:**

Visual merchandising is a strategy that uses visual engagement to encourage shoppers to browse, explore and buy products.

Its ultimate purpose is to use the retail space to generate more sales by making a store stand out and attract customers.

Visual merchandising is integral to both the in-store and online experience because it influences the customer journey. Shoppers are highly visual creatures. A strong visual merchandising strategy enables a retailer to deliver a coherent engaging shopping experience.

- ★ It entices shoppers to explore and buy,
- ★ It strengthens brand awareness
- ★ it makes a brand accessible to new audiences

The design of the retail environment has a direct impact on the consumer's (customer's) behaviour and influences their decision making when shopping.

This **mini summer project** has been designed to allow you to step into that world by introducing you to different examples of visual merchandising techniques for you to observe over summer.

It's a fun way to introduce you to this exciting, fast paced and innovative course!

# **Project Brief:**

Use the 12 x Visual Merchandising techniques listed below; take a trip to the high street, London or even on holiday.

- 1. Photograph and document one technique per slide that best showcases the 12 x techniques listed.
- 1. Make your own copy of the google slides

Summer Project Slides - make a copy

Present your photos in your copy of the slides and label them with the name of the retailer.

**Have fun with this** - this is not a test - it's about introducing you to the way a Visual Merchandiser and Stylist might look at a shop... their blank canvas and how they create within it.

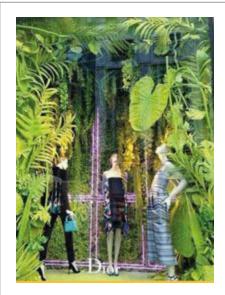
We will take a look at what exciting things you have found during your induction week.

#### 1. Inspiring Windows Displays:

The windows are the first thing a customer sees. They attract and entice the customer into the store.

They are used to showcase the store's key products in a creative and eye-catching way.

Window Displays are one of the most creative aspects of marketing a brand.



#### 2. Store Layout & Design:

The instore experience is key to promoting the brand and ensuring a good customer experience. The store design should reflect the brand identity and entice customers to shop.

Store layouts are carefully planned to guide a customer on a journey and expose them to the key areas within the store. For example people naturally tend to start at the left side of a shop.



### 3. Creative Interior Displays:

Creative Interior displays are used to capture the attention of the shopper and promote products in a creative and innovative way.



#### 4. Clever use of Mannequins:

Mannequins are used within the retail environment in windows and interior displays. They are used as a marketing tool to showcase garments & accessories.

Mannequins come in all different shapes and sizes and can be used in creative formations to creative eye catching displays.



#### 5. Photography:

Consumer brands use photography to promote their ranges for Spring/Summer and Autumn/ Winter collections.

This form of advertising is widely used by retailers in the window as well as throughout the store and online.

Photography is a key to promoting and marketing a brand.



### 6. Merchandising by Colour:

One of the most widely used techniques of visual merchandising is to merchandise by colour.

This technique can be used to create eye-catching displays as well as showcase products within a specific colour palette.



#### 7. Innovative Styling:

Creative styling can capture the imagination of the customer, evoke a sense of fun and playfulness whilst also promoting a product range.



#### 8. Digital Technology

With the rise of AI. Digital technology is becoming a major player for visual merchandising.

It can be used to create 3D digital billboards through projection mapping or a complete interactive customer experience. Watch this space....



# 9. Imaginative fixtures:

Imaginative fixtures help to convey a brand identity and make for a more interesting and inspiring customer shopping experience.



#### 10. Use of external Space

External space can be used to make a window display more dramatic. It can be used to capitalise on the brand of the store to show stopping displays that are perfect to capture on social media.



#### 11. Unusual Props:

Props come in all shapes and sizes. They can be used to tell a story, showcase a product or mannequin and add drama and interest to any retail space.



#### 12. Graphics & Signage:

Graphics and signage are used for marketing purposes. They can be hung or applied as vinyl in the form of window messages.

They can be used to promote a specific product range, to notify customers of a sale or as part of a window design.





Visual Merchandising & Styling

This list blends foundational fashion knowledge, visual inspiration, cultural context, and career insight—ideal for developing a young creative voice.

# Books

1. "Fashion: The Definitive Visual Guide" – DK / Smithsonian

A visual encyclopedia tracing fashion from ancient history to today—perfect for reference, trend spotting, and style inspiration.

- 2. "The Fashion Book" Phaidon Editors
  - An A–Z of 500 designers, photographers, icons, and labels. Bite-sized entries with strong visuals.
- "Dress in the Age of Instagram: Selfies, Style, and the Digital Self" Elizabeth Kutesko
   Explores how fashion, identity, and social media intersect—useful for contemporary styling and branding discussions.
- 4. "What Artists Wear" Charlie Porter

A cross-over between fashion and fine art, showing how clothing becomes part of an artist's creative identity. Stylish, accessible, and thoughtful.

5. "100 Ideas That Changed Fashion" – Harriet Worsley
Concise, illustrated guide to revolutionary fashion ideas—from the bias cut to streetwear.

# Films / Documentaries

- 6. "McQueen" (2018) Dir. Ian Bonhôte & Peter Ettedgui A moving and cinematic documentary on Alexander McQueen's life and work. A masterclass in innovation, darkness, and beauty in fashion
- 7. "The First Monday in May" (2016) Dir. Andrew Rossi
  Behind the scenes at the Met Gala and its fashion exhibitions—glamour meets curatorial insight.
- 8. "Dior and I" (2014) Dir. Frédéric Tcheng
  A behind-the-scenes look at Raf Simons' debut Dior collection. Shows teamwork, pressure, and design development.

# Articles / Online Resources

- •"Why Styling Matters in Fashion" i-D Magazine / Dazed / Business of Fashion Introduce students to the difference between fashion design and styling. Helps define their specialism. (Recommend exploring via i-D's "Style" section.)
- •ShowStudio (www.showstudio.com) Nick Knight's Fashion Film & Editorial Archive
  A free online hub for fashion films, interviews, and projects. Great for visual research and understanding styling in motion.



# 👗 Top 20 Fashion & Styling Exhibitions London &

# **Brighton**



# London - July & August 2025

# 1. Gianni Versace: The Retrospective

Arches, London Bridge | 16 Jul – 31 Aug

450+ archival pieces from the legendary designer, including looks worn by Princess Diana and Naomi Campbell.

# 2. Splash! A Century of Swimming and Style

Design Museum | Until 17 Aug

Iconic swimwear from the 1920s to Baywatch, revealing fashion's response to changing social norms.

# 3. Leigh Bowery Tate Modern | Until 31 Aug

Theatrical fashion and club culture collide in this tribute to the late, great style provocateur.

#### 4. Cartier V&A Museum | Until 16 Nov

Dazzling jewellery and watchmaking legacy, exploring craftsmanship and haute couture design.

#### 5. Tomorrow's Wardrobe Design Museum | Until Aug 2025

Sustainable fashion innovations from Stella McCartney to Phoebe English.

# 6. Cecil Beaton's Garden Party Garden Museum | Until 21 Sep

Floral fashion photography meets costume design in Beaton's dreamlike world.

### 7. Dress Codes Kensington Palace | Until 30 Nov

Royal dress through time, focusing on Princess Diana and Queen Elizabeth II's most iconic looks.

# 8. Future Observatory: Tomorrow's Wardrobe Design Museum | Until August

A companion to exhibit #5 with free entry and a futuristic angle on clothing.

# 9. LCF Undergraduate Class of 2025 London College of Fashion East Bank | 14–19 Jul

Footwear, accessories, and fashion-forward work from the next gen of UK designers.

#### 10. Iris Van Herpen: Sculpting the Senses ArtScience Museum | Until 10 Aug

Avant-garde biomorphic fashion sculptures – 140+ ethereal designs.

#### 11. Design and Disability V&A Museum | From 7 Jun

Inclusive and accessible design for all bodies – a visionary take on modern fashion.

# 12. Textiles: The Art of Mankind Fashion & Textile Museum | Until 7 Sep

Global heritage and innovation in textiles, essential for styling inspiration.

#### 13. Flowers – Flora in Contemporary Art & Culture Saatchi Gallery | Until 31 Aug

Immersive floral installations and fashion photography.

#### 14. Subversive Sirens Edwardians: Age of Elegance, King's Gallery | From 7 Jun

Edwardian fashion meets rebellious design in historic textile form.

# 15. Fashion in Film Festival Various Venues | Summer

Film meets fashion – showcasing style as narrative.

# 16. London Fashion Film Festival Online and venues | Aug-Sep

Cinematic fashion shorts and costume storytelling.

# 17. Pure London Olympia London | Summer dates TBC

Trade and trend showcase for global fashion brands and stylists.

#### 18 NAOMI: In Fashion V&A Museum | Ongoing

# Brighton July & August 2025

# 19. The In Crowd: Mod Fashion & Style (1958–66)

Brighton Museum | Through Autumn Explore 1960s youth fashion, mod tailoring, photography, and design.

#### 20. ATELIER OPEN 2025

Brighton Seafront | 24 Jul – 14 Sep Outdoor group show featuring fashion-led art and design from local creatives.

# Highlights & Recommendations

- Boldest Looks: Versace, Leigh Bowery, Naomi
- For Styling Texture/Print: Textiles, Flowers, Beaton
- Most Experimental: Van Herpen, Tomorrow's Wardrobe, Design & Disability
- Emerging Talent: LCF 2025, ATELIER OPEN, Pure London