
CASE STUDY

MERCHANDISING

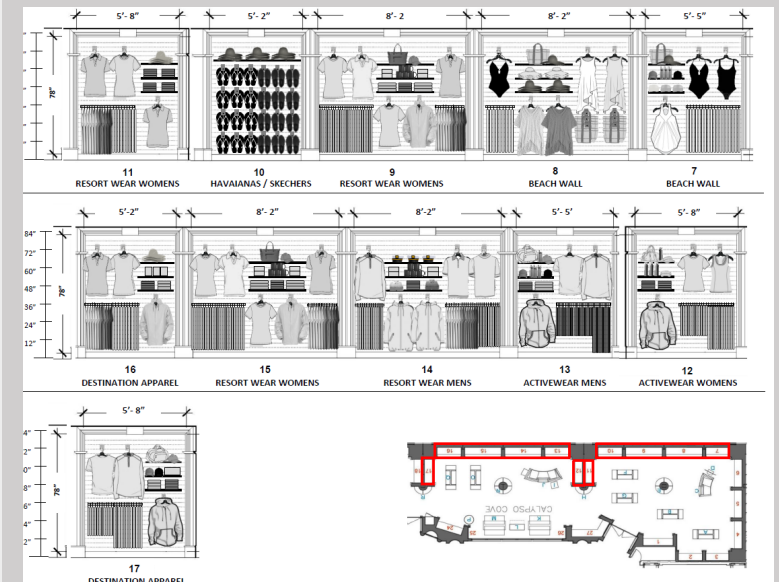
With over 20 years of experience, I continue to learn and develop my leadership in executing merchandising & visual activation strategies across multiple product channels and retail venues.

Jason Hatfield - HPM



In this photo we supplied themed props, specific hardware and merchandising layouts along with on-site merchandise set-up.

Visual Merchandising & Theming is where we maximize the customer experience and use of the space.



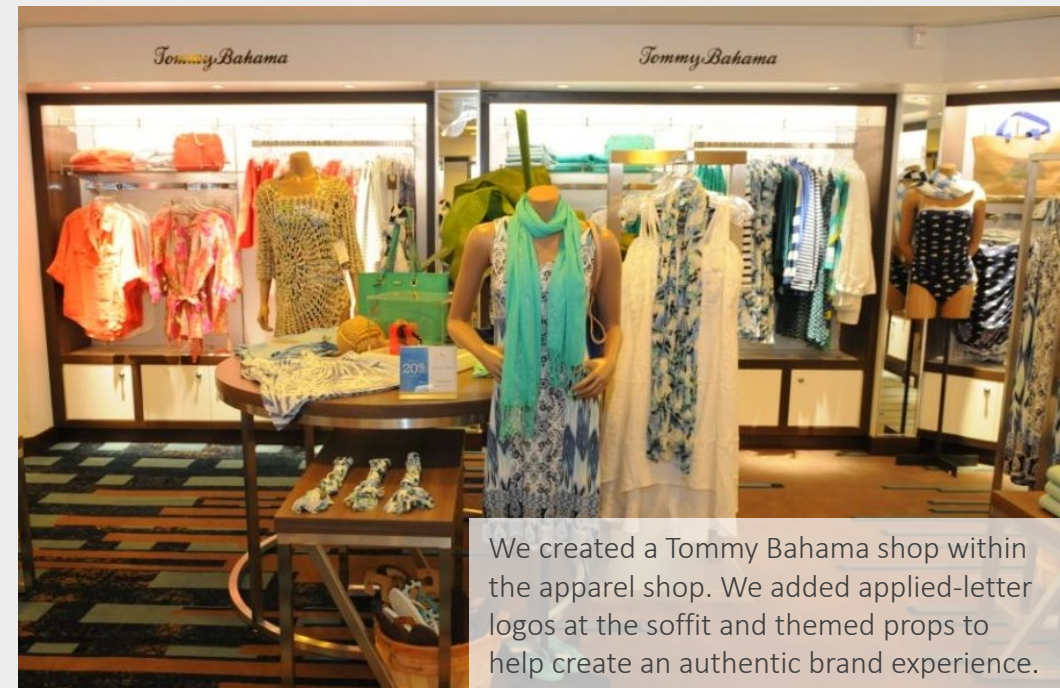
Themed shop zones and product puzzling is a great way to double expose merchandise throughout the store, as well as create merchandise stories to pull the customer through.



Here we created a logoed merchandise statement by puzzling coordinating apparel and hardlines.



Here we created a ship-branded activewear shop infusing relevant accessories and double-exposed hardlines.



We created a Tommy Bahama shop within the apparel shop. We added applied-letter logos at the soffit and themed props to help create an authentic brand experience.



Organized, well thought-out merchandising compositions and graphic usage will not only enhance the overall appearance of the store but elevate the credibility of the product.

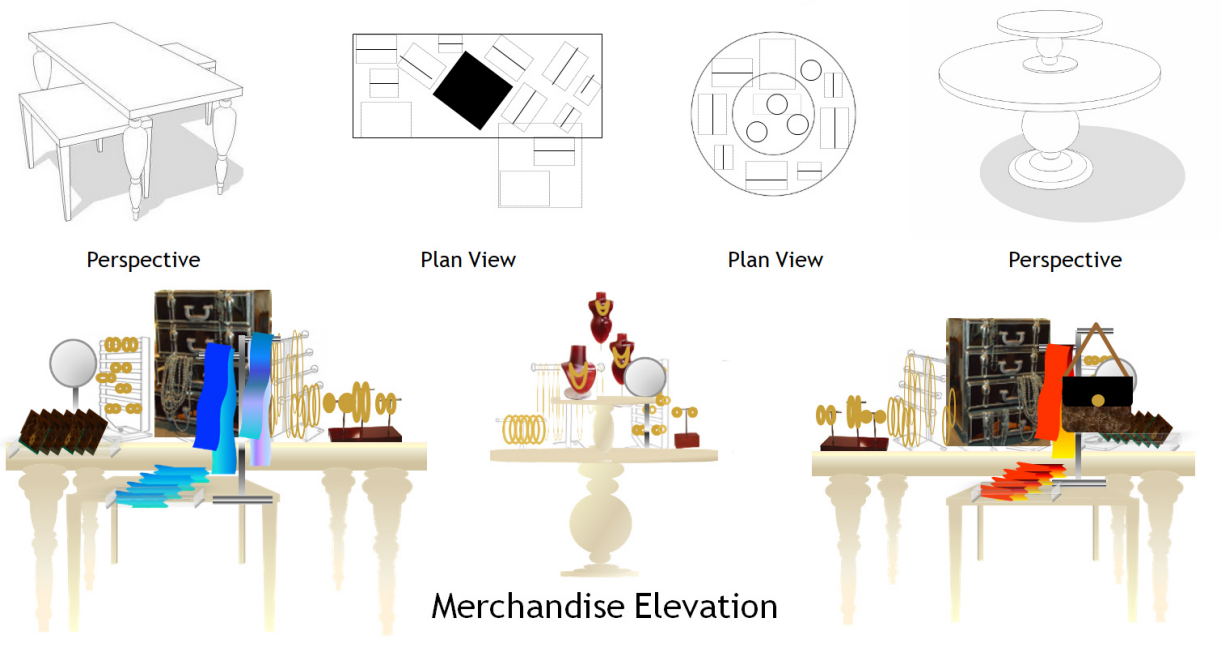


As part of a full shop renovation project, we supplied new floor fixturing, graphic development and on-site merchandising.



We've implemented various merchandising strategies over the years. Here are some examples of our “play table” concepts, which have proven very successful throughout the years.

Window Presentation Display Tables



In some instances, curating product in a play table-like manner can promote a sense of discovery and a greater level of ‘pull’ to the display.



As part of a fleet-wide initiative, we executed a prototype set-up and supplied, necessary merchandising components, along with schematics and direction.

A strong merchandise statement can engage even the most hesitant browser.

Product statements should always send a clear and concise message, whether seasonal, themed, or curated.



CASE STUDY

VISUAL ACTIVATIONS

Themed window statements are key to attracting potential shoppers.

Graphics, props and appropriate fixturing are half the battle.

From there, a window will come to life with product coordination, stylizing, and layering.



Here we developed a graphic campaign and supplied pine trees to reinforce an Alaska themed window display.

Creating focus at the windowfronts can be conceived in many forms.



Here we developed a budget-friendly graphic and shadowbox system to offer better promotional opportunities at the windowfront while slightly defusing the sightline into the shop.

As a fleet-wide study, we developed a “Window Wall” concept to create better focus on the window display while offering a filtered sightline into the shop.

This proved successful in enticing passers-by to come into the shop.



The interior side of the window wall serve as a graphic space or a product highlighter.



Here we designed a window wall for a new ship project to offer full branding capabilities (using adhesive vinyl) with an LCD display.



Here we designed a more transparent window system for a new build project (RP5). You may notice this is the higher-end version of the budget-friendly graphic and shadowbox system previously shown.



The interior side offers graphic display with double-sided merchandising in the shadowboxes

"Jason, Excellent job in the RP5 meeting with Mattias and team yesterday. You were in your zone and your leadership of the project was right on!"

- Kelli Coleman, VP Retail Services – Holland America Group



BEFORE

This is an example of how we maximized existing windows and display cases by adding shadowboxes with LED lighting.



Using frosted film and shadowboxes built from lightweight PVC, we created a more effective display window with greater focus on the product.



AFTER



BEFORE



Here we frosted the existing windows to then create a shadowbox effect with better-focused visibility into the vitrines within.

AFTER

Here is a prop we developed for a 50-year anniversary campaign, rolled-out as a fleet-wide initiative. Our goal was to create something that celebrated the awe-inspiring architecture of a ship.



Creating a large-scale prop to highlight a specific merchandise statement will greatly elevate interest and excitement.



Pictured to the left is a fragrance tester bar we designed within a cashwrap station.

The objective was to create an experiential opportunity between the shopper, the product and the salesperson.

First, we defined the 4 typical types of fragrance notes using graphics and short descriptive. We then displayed the top fragrances by type: Floral, Fresh, Woody, and Oriental.

This allowed the salesperson to enlighten the shopper as to what type of notes were in their favorite fragrance and how the correspond to us, as well as suggest other fragrances they may enjoy.

On the right is a fragrance tester bar that we designed to offer the same experience as the above; however featured at the windowfront with an advertisement visible from the window.





On the left is an entryway feature table designed for a nautical inspired souvenir shop.

Themed props and fixturing will greatly add to the overall visual appeal of retail environments.

We've supplied various themed props and fixtures for many shops designs and product categories.

From dock tables, boats, and lighthouses featured in souvenir shops, to oversized jewelry boxes in jewelry stores, shoppers are drawn to relevant and engaging fixture tactics.

To the right are boat fixtures we designed to improve the overall notice rate in the souvenir storefronts. These work great for single-item mass-outs such as captain bears or other key items.





Above is a Burberry handbag display we created using vintage travel trunks & dressmaker forms.

Below is a window vitrine featuring souvenirs and logo apparel. We supplied standardized shadowboxes that can be used as a box to highlight merchandise, or as a frame to house graphics or feature t-shirt artwork.



Above is an example of a mannequin setup we developed to use with the instruction kit for a fleet-wide mannequin roll-out.

Below is a table display we created to use with a New Itinerary Display Directive on how to use torso forms and props on storefront window tables.



Columns and endcaps are great locations for visual activations.



Here we took a standard column with key stripping and elevated its visual impact by creating a themed merchandising statement and a graphic at the column cap.



On the right, we took a boring column with built-in counter displays and added a brand activation using logos at the column cap and featuring floating graphics and 2x digital LCD screens

