



Visual Merchandising and Store Display

Course: Window Design, Fixtures and VM Standards

9 – 13 August 2027

Amsterdam - Zuidas business district hotel



Visual Merchandising and Store Display Course: Window Design, Fixtures and VM Standards

Ref: 1792_27474 **Date:** 9 – 13 August 2027 **Location:** Amsterdam - Zuidas business district hotel **Fees:** 23500 SAR

Introduction:

Visual merchandising and store display, covering window design, fixtures and VM standards, is a 5-day course for visual merchandisers, display leads and retail brand teams, ending with a Visual Merchandising Rollout Plan for a case retailer. Retailers lose sales when windows go stale, hero products sit in cold zones, fixtures and lighting fight the merchandise and every branch reads the VM guidelines differently. Nominees already dress floors, brief store teams or write display standards, and learn through inspection walkthroughs of shopfronts, floors and display photographs from fashion, home, electronics and grocery formats. CoreConcept Training Center delivers this visual merchandising course.

Course Objectives:

- Map shopper pathing, decompression space and hot and cold zones to place hero products and promotions on the sales floor
- Compose displays with focal point, pyramid and repetition methods, colour blocking and product adjacency
- Brief and build window stories and seasonal campaign changeovers that follow brand VM guidelines
- Select fixtures, lighting ratios and a signage hierarchy that suit the merchandise and the store format
- Roll out VM guidelines across branches and audit display compliance with photo-based scoring
- Measure display impact with window capture rate, dwell time, zone conversion and sales per square metre tests

Target Audience:

- Staff who dress windows, floors and fixtures in one or several stores
 - Display leads responsible for seasonal changeovers and campaign installation in branches
 - Store managers responsible for display standards and the look of their sales floor
 - Retail brand and marketing staff who write VM guideline books and campaign directives
 - Area staff who visit branches and score display compliance against head office directives
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Course Outline:

Day 1: Visual Merchandising Foundations and the Shopper Journey

- Visual Merchandising Role Map Across Window, Floor and Fixture Levels
- Decompression Zone and Transition Space Placement Rules
- Grid, Loop and Free-Flow Layout Effects on Shopper Pathing
- Hot and Cold Zone Heat Mapping From Floor Observation
- Current-State Display Photo Audit of a Case Store

Day 2: Display Composition Principles and Brand VM Guidelines

- Focal Point, Pyramid and Repetition Composition Methods
- Colour Wheel Blocking With Light to Dark Sequencing
- Product Adjacency and Cross-Merchandising Story Grouping
- Brand VM Guideline Book With Mandatory and Flexible Rules
- Mannequin Styling and Prop Selection Standards by Format

Day 3: Window Storytelling, Fixtures and Lighting in Practice

- Window Storytelling Brief With Theme, Hero Product and Message
- Seasonal Campaign Calendar for Window and Floor Changeovers
- Fixture Selection Matrix for Gondolas, Tables, Wall Bays and Rails
- Accent, Ambient and Task Lighting Ratios on Display Areas
- Signage Hierarchy From Wayfinding to Point-of-Sale Graphics

Day 4: VM Compliance Across Chains and Measuring Display Impact

- Multi-Branch VM Rollout Pack With Photo Directives and Floor Plans
- Photo-Based VM Compliance Audit Scoring and Store Feedback Loop
- Format Adaptation Rules for Small, Flagship and Shop-in-Shop Spaces
- Window Capture Rate, Dwell Time and Zone Conversion Measurement
- Before-and-After Display Test Using Sales per Square Metre

Day 5: Inspection Walkthrough and the Visual Merchandising Rollout Plan

- Fashion Store Walkthrough Against Composition and Colour Blocking Criteria
 - Home and Electronics Store Walkthrough Against Fixture and Lighting Criteria
 - Case Window Concept Sketch for the Next Seasonal Campaign
 - Case VM Compliance Scorecard With Branch Corrective Actions
 - Visual Merchandising Rollout Plan Completion and Panel Defence
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Skills You Will Gain:

- Shopper Pathing Analysis
- Display Composition
- Colour Blocking
- Window Storytelling
- Fixture and Lighting Selection
- VM Guideline Writing
- Display Compliance Auditing
- Display Impact Testing

Why Attend This Course:

- Deliver a Visual Merchandising Rollout Plan to the head of retail and the brand marketing lead for approval before the next seasonal campaign
- Decide which zone, fixture and lighting treatment each hero product and promotion should receive
- Avoid wasted campaign spend, cluttered windows and branch-by-branch display drift that confuse shoppers
- Coach store teams with the composition checklist, photo directive template and compliance scorecard

Conclusion:

Back at work, the participant presents the Visual Merchandising Rollout Plan to the head of retail, the brand marketing lead and area management, who use it to approve the window concept, floor zoning, fixture and lighting changes and the photo directive for the next seasonal changeover. Store teams install displays from the directive and area staff score them with the compliance scorecard. After the first campaign under the plan, the unit should compare window capture rate, zone conversion and sales per square metre with the baseline and revise the guideline book where branches fell short.

Frequently Asked Questions FAQ:

What should participants know before a visual merchandising and store display course?

Participants should already dress displays, manage a sales floor or write display standards, and be comfortable reading a floor plan. Photographs of their own windows, fixtures and floor layout make the walkthrough and case exercises more useful.

How does a visual merchandising and store display course differ from a store operations or category management course?

This course works on how merchandise looks and guides shoppers: windows, composition, fixtures, lighting and VM guidelines. Store operations courses cover staffing, replenishment and shrink, while category management courses decide range and shelf space allocation from sales data.

Why does visual merchandising and store display leave an open zone at the store entrance?

Shoppers entering a store need a few steps to adjust to light, space and noise, so products placed right at the door are often missed. Keeping this decompression zone open and placing the first focal display just beyond it wins attention.

What do participants take back from a visual merchandising and store display course?

Participants take back a Visual Merchandising Rollout Plan for a case retailer, with a zoning map, window concept, fixture and lighting choices, photo directive, compliance scorecard and display impact test, ready to adapt to their own stores.
