

# DRIVING RETAIL SUCCESS

FIXTURES & FORMS ARE YOUR TOOLS FOR SUCCESS & PROFITS IN 2012

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This editorial feature is sponsored by Pearl Izumi with Mercedes Ross and Bruce Schofield.

## BEST PRACTICES

- 1) Change out different sections of the store frequently to keep things fresh
- 2) Create a display schedule that goes with the seasons
- 3) Organize your fixtures and untangle the hooks.

## FIXTURES & FORMS

Summer is over and it's time to reflect! Does your apparel department need to do a better job? Let's start with the basics. Invest in all the same hangers and most importantly, buy size rings, which alone will increase sales. Look at the wall is it covered in waterfalls? If so, buy some straight outs and hang rails to create some interest, and allow your staff to be creative. Yes it should all look the same, meaning not a mixture of chrome, black, or whatever. Take the time to clean out the fixture selection and have all the same looking fixtures.

Are there shelves in your wall section? If not invest in some, they will hold the  $\frac{3}{4}$  mannequins you should have. Mannequins sell apparel; invest in two—a male and a female. They can be supported by full mannequins set up as focal points in other parts of the store to create interest in apparel. For women forms create that spark of "Oh! that product is for me." A female bust on top of a free standing fixture can say "Hey these gloves and socks are women's". Hat forms as well as hand forms give a 3D look for hats and gloves really make a statement.

Last but not least, check out your storage. Invest in some clear plastic tubs and have all your fixtures in the same place so your staff can find them. Investing in the tools of display will increase your sales; make sure you have a variety of tools to make creative displays. Encourage your staff to create interesting focal points and bring life to your apparel sales.



Bike Zone Covington after remerchandising

## DEALER SPOTLIGHT

Every year we have special projects. The plan started out last fall with an outline of what we thought would make for a better customer experience. The plan was posted, and everyone added their ideas to it. By the new year we had a pretty good idea of what was needed. We needed better sightlines to draw the customers into the space, color updates to tie the store together, update or remove all fixtures that were not consistent with the Bike Zone color palette, remove and replace all point of sale posters, banners, and signage with current material. This was all stuff we heard before at dealer meetings. The difference this year was we committed the project to paper. Everyone got into improving Bike Zone. There is something to be said for moving everything, nothing stayed in place or remained untouched. The majority of the build out and paint work was started at the end of January. We reworked some of the fixtures but several fixtures had to be replaced.

The plan was to improve sightlines and shopability. By late October we adjusted the floor plan again. We moved approximately half of the store to improve our traffic flow, color stories, sightlines, and we are still planning to add torso forms to our anchor wall to help invite the soft goods customers to our apparel area.

It only took a few days to dial in all the moves and it was a huge improvement yet again. The customer response has been great. It is something to watch the surprise in shopper's eyes when they come through the doors. All the planning and time has been well worth it.

Rick O'Connell  
Bike Zone Covington, LA.

## TIPS & TRICKS

- 1) Have a display contest amongst your employees to create fun windows
- 2) Buy clear plastic bins so you can see the fixtures while storing them
- 3) Stockpile props, like plants, to make it easy to create interesting displays