



SUMMER 11 visual merchandising - ACCESSORIES DISPLAY



Anthropologie



Oysho



William the Beekeeper



Happy Shop

CONTAIN YOURSELF

INSPIRATION

Repurposed containers serve as new dwelling spots for small accessories and home goods.

Authentic antique and vintage-inspired containers display product in a unique and charming way / Vintage canvas flour sacks, tin washroom buckets, and decorative teacups replace traditional display methods / Mood of shop and products for sale is reflected in containers



Madison



Urban Outfitters



Pedegree



Urban Outfitters

RUSTY BUCKET

INSPIRATION

Rusted industrial displays lend a “garage sale” aesthetic to new accessories.

Rusted display units feel unfussy and casual / Mis-matched bins and shelving units with rough finishes / Rusting cube lockers feel nostalgic and academic / Display racks with rounded pipe connections and non-shiny finishes



Initial Lifestyle



Usagi pour Toi H.P France



Initial



Complexe

JUST IN CASE

INSPIRATION

Vintage encasements lend an authentic and familiar feeling to accessory displays.

One-off antique cases and cabinets with glass doors and panels for viewing products / Dark wooden display cases feel rustic and worn / Oversized china cabinets with multiple compartments / Smaller cases traditionally used to showcase jewelry or knives / Steel cases lend a sterile laboratory quality



Pedigree



Billy Reid



Pedigree



Source

FOOTWEAR

INSPIRATION

Footwear displays look beyond traditional shelving units for Summer.

Shoes displayed in unique styles and formations / Floating shelving units, both staggered against a wall and spiralling from floor to ceiling / Shoes displayed diagonally-upwards on shelves protruding from the wall / Footwear presented on antique platter and doilies



Ray Chan Hair



Hollander & Lexer



Selfridges



Topshop

ECLECTIC ECCENTRIC

INSPIRATION

An eclectic mix of mannequin parts and found objects makes for unusual and thought-provoking displays this season.

Mannequin parts used to display product in off-beat ways / Wooden heads and forms as artistic displays / Assorted bric-a-brac encased in platforms / Mannequin torso used to provocatively display jewelry / Carved mannequin heads rest on a shelf surrounded by products / Footwear sits atop a table constructed from vintage shoe lasts



Free People



River Island



Vivier and Bentley



Replay



Hollander & Lexer

RUSTIC RICHES

INSPIRATION

Natural wood lends a rustic, unfussy touch to accessory displays.

Unfinished or lightly polished wood / Shelves, tables, and wall-hanging units / Wood-grain and growth rings visible in planks / Wooden shipment boxes and pallets used as displays and wall units / Wooden slats constructed into functional dividers and walls



Vivier and Bentley



The Hundreds



Brandy Melville



Initial Lifestyle

WALL OF FAME

INSPIRATION

Many retailers made use of all their available space this season, pinning their most prized products to the wall.

Saleable items decorating store walls, replacing art imagery / Products either hung from wall or displayed in shallow wall units / Not limited to a specific classification – all accessories displayed on walls / Orderly and symmetrical displays with no overlapping look the newest