

# WESTERN SHOW NEWS

Your guide to the Portland, Seattle & San Francisco Markets and Industry News

Winter 2005 Edition

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### NEW PRODUCTS LAUNCHED AT WINTER MARKETS



**La Vida Verde**  
The Seattle Gift Show  
San Francisco International Gift Fair



**Pacific Silver**  
Portland Gift & Accessories Show  
The Seattle Gift Show



**Robeez**  
Robeez Furniture Ltd./Shoreline by Robeez  
San Francisco International Gift Fair



**Accents in Glass, Inc.**  
The Seattle Gift Show



**Health Spa Range Valley**  
San Francisco International Gift Fair



**Oriental Sources**  
San Francisco International Gift Fair

\*For information on these products see page 35

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# WESTERN SHOW NEWS

## Winter 2005

## Ask The Experts

### RETAIL EXPERTS GIVE ADVICE FOR SUCCESS

*The latest trends in the business of retail*

The best way to succeed in business is to ask someone who really knows. We've done that for you! The following article comes from Retail Consultant and Merchandising Expert Natalie Tan. Natalie will be presenting all new seminars at The Seattle Gift Show® (January 29-February 2, 2005) and the San Francisco International Gift Fair® (February 5-9, 2005)—these seminars are dedicated to making your store more profitable.



#### WHEN SHOWING EVERYTHING MEANS SEEING NOTHING

**Natalie Tan, Retail Consultant/  
Merchandising Expert**

In their enthusiasm to display everything they have to sell, most retailers end up not showing anything to customers. A common mistake when presenting merchandise is showing too much of everything in every space available. When there is simply too much of everything, we fail to influence what our customers see.

Just think of this exercise as writing a book. We start with a title and cover—this represents your store name and how your store looks from the outside. This is followed by the introduction or, in your case; this would be your window display. Each chapter is then presented in sequence from beginning to end in a logical pattern, with each chapter drawing readers deeper into the story. What would you want your first chapter to be? What would you want your customers to see as they walk through your store? Much like creating a story, each section should have a “precipitating incident”, or a focal display that draws customers closer to the products. Effective displays create “rising action” which means creating needs and wants while moving shoppers nearer to actual purchase. The “climax” occurs when the customer purchases the item. This whole sequence can be choreographed by setting your *scene* (if your store is a stage, how should your store look?), a good *plot* (what are you selling—and please don't say your products—your answer should be what your customers derive out of the product) and your *characters* (your store associates).

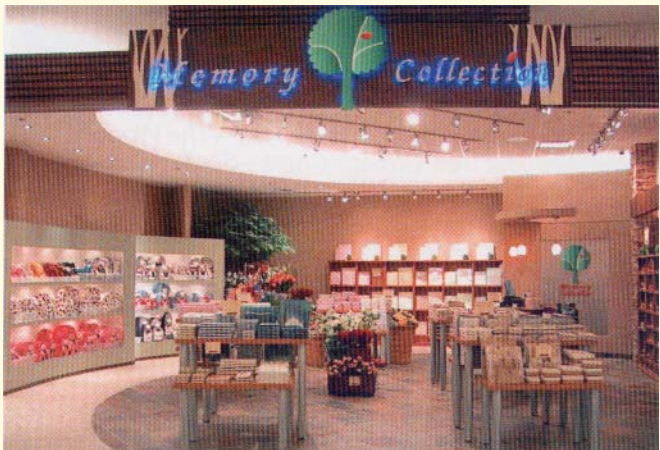
Choosing which words are included and which ones are is akin to editing the right type and amount of merchandise to show. The “Before” photos show merchandise that failed to fit within the general context of the store's identity or “story” while the “After” photos shows the exact same merchandise fitting nicely in its new location. Average daily sales of these exact same items increased 81 percent in the new location. The benefits derived from moving the product is also evident in the original store's overall performance. With more space, customers can now focus on the core products. Carefully selecting which merchandise category is included and how many categories your store can successfully show is key to effective selling. Unlike Memory Collection at Aberdeen Centre, not everyone can afford to open new stores or expand their space to accommodate all the categories they want to sell; it is therefore crucial that owners realize the value of selective presentation.

#### BEFORE



Kitchen mitts, albums and picture frames displayed within a home furnishing store. This resulted in customers paying secondary attention to these items since their focus remained on the dominant lines.

#### AFTER



The new store carries these very same gift items in a concentrated form resulting in 81 percent increase in average daily sales. Customers coming into the store were sold fewer categories, thus allowing them to give their full attention to these products.

*Continued on page 19*

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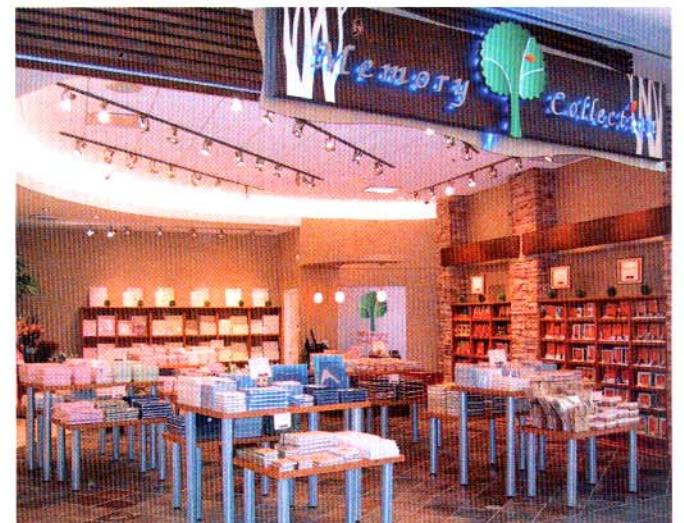
# ASK THE EXPERTS

BEFORE



Lack of space resulted in these items not being displayed to their fullest potential

AFTER



With space created solely for the purpose of selling these products, each display can afford to properly show coordinating items to maximize multiple selling opportunities

BEFORE



Although the "BEFORE" display performed to accepted standards, nothing beats a display shown with the great atmospherics.

AFTER



## MORE AFTER PHOTOS:

Natalie Tan will be featured in the seminar program for The Seattle Gift Show® and San Francisco International Gift Fair®. To obtain detailed information about all the seminars in our markets, log onto [www.portlandgift.com](http://www.portlandgift.com); [www.seattlegift.com](http://www.seattlegift.com); and [www.sfigf.com](http://www.sfigf.com).

