An introduction to Visual Retailing

Visual merchandising software for the fashion industry

www.visualretailing.com
About Visual Retailing

• Founded in 1993

• Design and develop software specifically for the fashion industry

• Simple concept – to use pictures, not words to make communication clear and simple

• Help clients to increase their sales conversion ratios and profits

• Easy to use software – ready to go straight out of the box

www.visualretailing.com
About Visual Retailing

• Hundreds of clients worldwide
  – O’Neill, Lee, Macy’s, Dillards, Reebok, Columbia Sportswear

• Partners
  – We don’t sell direct. Our software is distributed through a global network of partners who can help clients get the most from the software
  – Universities, colleges and schools use Visual Retailing software to train the visual merchandisers of the future
Overview

• From the comfort of their PC’s, clients can:
  – Build virtual stores of any space grade or size
  – Design fully merchandised shopfloors
  – Provide foolproof visual instructions to shopfloor staff
  – Plan store openings
  – Produce range books in minutes
  – View and present entire ranges
What is Mockshop?

• Visual merchandising software

• A virtual reality tool that lets clients
  – build interactive 3D stores of any size
  – design perfect shopfloor layouts by simply dragging and dropping virtual fixtures, garments and graphics
  – communicate final shopfloor layouts using planograms
What is Mockshop?

• Planograms
  – provide a complete visual guide to every fixture in the virtual store
  – show how shopfloors should be merchandised
  – give foolproof instructions to shopfloor staff
  – are generated automatically - it’s quick and easy to produce as many versions as required to cover every space grade of store
• Good visual merchandising drive sales
  – Foolproof visual instruction drives sales
  – Perfect shopfloor execution drives sales
  – Mockshop software drives sales

  *Almost as good as having your best visual merchandiser in every store, every week!*
Store & space planning
Fixture level planograms
Merchandising planograms
Planograms update automatically when fixtures are merchandised
Complete schedules

Automatically produces a full schedule of fixtures, graphics and merchandise complete with key quantities and ratios
Built in fixture tool
Benefits of Mockshop

- More effective visual merchandising
- Increased sales
- Improved communication
- Significant time savings
Benefits of Mockshop

• Significant labour savings
• Consistent brand identity
• Better buying strategies
What is Sampleroom?

• An interactive visual database of merchandise

• Lets clients:
  – View and organise their entire ranges
  – Analyse their ranges
  – Produce storyboards and range books in minutes
Pulling it all together
At the heart of Sampleroom is a visual database.
Range Browser provides easy access to product data, graphics and mannequins.
Grid View provides a familiar spreadsheet style interface for rapid data analysis, entry and maintenance.
Image processing

Sampleroom’s imaging and importing tools automatically convert photos and CAD sketches into correctly scaled garment silhouettes.

Ability to change colours
Data importing

- Digital Photos or sketches
- Line sheet

[Image of software interface showing data import process]
Filmroll

Rapid visualisation of product ranges
Storyboarding

Storyboards that automatically update
Visual analysis

Visual slicing and dicing of the range
Visual reports

Range books & delivery schedules in minutes
Benefits of Sampleroom

- Powerful, simple database browsing
- Visual analysis of the range
- Clear storyboards to present the range
- Range books in minutes
- Automatic data importing and image processing
Who’s using Visual Retailing software?

www.visualretailing.com
Users & experiences
“Mockshop stands out from the crowd with its state-of-the-art technology.”

Lucien Smet, CIO, VF Europe
“Mockshop makes it quick and easy for us to produce planograms with merchandise and store layouts that really drive sales. This will make the whole planning phase much faster and accelerate execution of our plans on the shopfloor.”

Jan Mangold, Retail Director, René Lezard
“We are now producing 40 planograms per week instead of two! That’s a 2,000% productivity gain.”

Frank van der Klaauw, CEO, O'Neill Europe
“Mockshop enables us to use pictures, rather than written instructions and product lists, to communicate clearly with all of our 57 stores. This ensures that our original concept is implemented in a consistent manner.”

Jürgen Bleidiessel, IT Project Manager - K&L Ruppert
Summary

• Visual merchandising software for the fashion industry
• Pictures rather than words – nothing lost in translation
• Easy to use by everyone
• Increases sales
• Increases profits
• Reduces costs