

Trade Displays

Merchandise display artists are people who make the attractive displays. They use products, color, lighting and space to attract customers. Stores and retailers hire them. Their job is to build displays, dress mannequins, hang decorations, and construct whole scenes in store windows, on sales floors, and for trade shows. Their responsibility is also to decide how all the store's merchandise should be presented, designing the store's overall layout. Top level Merchandise display artists work in collaboration with corporate marketers to develop display designs for entire chains of stores. They work in corporate head quarters while other top merchandise display artists create the one-of-a-kind, trend-setting designs for the windows and mannequins in high-profile stores. Merchandise display artists display a complete extent or range from high fashion apparel to hardware. They use very diverse techniques to exhibit these products. Merchandise display artists are combination of artistry, marketer, creativity, craftsmanship and a natural talent with in depth knowledge of latest fashion and buying trends of the customer. The initial step of displaying is thinking of an idea that is imagining things.

This involves sketching of an idea. Sketch can be made on a computer or by use of simple pen and page. Artists need to work in constant contact with the management people because they have to ensure that their displays promote an image in line with the organization's overall marketing techniques. In contrast to this the merchandise display artists who work in individual stores have more freedom in creating and implementing their own ideas and designs. Thus it becomes necessary for merchandise display artists to promote and market the right product in the right way as these are people who lead market. Also a merchandise display artist who works in chain stores starts with his work downloading the guidelines and design images sent from the corporation's visual design department. Also merchandise display artists should have skills to work on with tools. Like he should know to cut wood or metal or acrylic that he should be able to do basic carpentry, sculpting, and painting.

In addition to this they should have knowledge of a huge variety of materials, props, and other embellishments and should be able to use them creatively to achieve the effects they want. As erecting forms major part of store fixtures so they should have the strength and agility to erect the displays and take them down if this is part of their job. Thus in short we can say that job of a merchandise display artists is to understand the organization's marketing strategy and design displays that reflect it, sketch and model proposed displays, find or create props for displays, assemble, maintain, and take down displays, arrange display fixtures and lighting and order merchandising units like racks, mannequins, and shelves.

About the Author

Savey Bakarne is a professional retail display specialist and teaches store owners how to gain profits from utilizing the proper [Custom Retail Store Displays](#).

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