

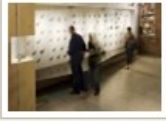
vmsd.

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DESIGN GALLERIES



A.R.E. Fixture Awards 2011 »

A swarm of forms in an Italian store wins the A.R.E. Store Fixture of the Year Award for Carlo Pazolini

NEW PRODUCTS



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HOT TOPICS

Today's Headlines

- [Nordstrom Eyeing Canadian Market »](#)
- [Smashburger to Add 63 Restaurants »](#)
- [Skyvue Project Takes Off in Las Vegas »](#)

Blogs



The Evolution of the Fixture Displays aren't just about stacks of products, they're about speaking to your overall brand aesthetic

- [How Advanced Is the Shopper of Today? »](#)
She's much savvier than you might think
- [He Stacked the Grapefruits »](#)
Leo Kahn was a retail innovator for pens, paper and ways to display produce
- [Window of Inspiration »](#)
Spring is aglow with new sights, including some neon-inspired windows at Hugo Boss.

SPOTLIGHT



- [Spreckels' Sweet Treat »](#)
A candy store for all ages at the Hotel del Coronado
- [Anthropologie Gets Corky »](#)
- [London Beauty Brand Debuts in U.S. »](#)
- [Fine Wine & Good Spirits, Philadelphia »](#)

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VMSD Magazine



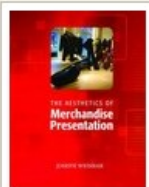
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The current issue is:

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- [Power Zone Zig Zag Merchandiser »](#)
- [The Evolution of the Fixture »](#)
- [American Museum of Natural History inspired fixtures »](#)
- [A.R.E. Fixture Awards 2011 »](#)
- [Las Vegas Fortune »](#)

RECOMMENDED READING

Aesthetics Of Merchandise Presentation
by Joseph A. Weishar



More merchandise is sold as a result of in-store presentation than all other forms of marketing and advertising. Does your store need visual excitement? Are your products presented to give them the best ...

Many consumers have avoided a store based on its external appearance. What's your #1 reason for NOT going in?:

- Looked dirty from the outside
- Looked outdated/old from the outside
- Didn't look like a place I would normally shop
- No windows to see what was inside
- Visual display turned me off

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