

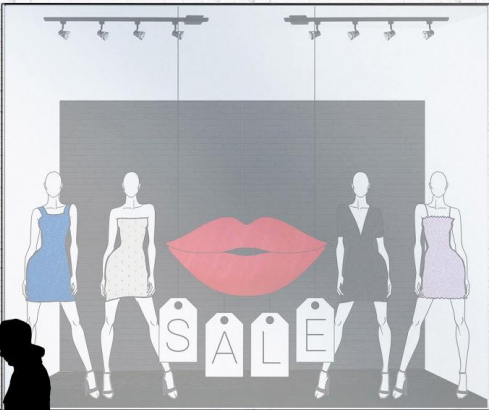
POOSY'S

*high point*

PAIGE KNICHEL



POSY'S  
*high point*



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PHASE ONE

*store design*



# POSY'S CONCEPT

an in-store and online boutique located in downtown high point, north carolina. POSY'S merchandise is focused on women's formal wear, but also includes shoes, accessories, cosmetics and more. the store also offers a unique "shop online, try in store" experience through which customers are able to order up to 10 dresses from POSY'S online store to be tried on in POSY'S brick and mortar location. customers can then purchase whichever pieces they desire and POSY'S will handle the rest.

# POSY'S JUSTIFICATION

high point university hosts multiple formal events every semester. 95% of hpu women who took a survey on formal dress shopping said to have attended a high point university formal event. 100% of survey takers said to have purchased their formal dresses online or at a retail location not in or near high point. 98% of survey takers said that there is not an existing retail location in or near high point that they would consider shopping for a formal dress at. 95% of survey takers said that they would consider shopping at a retail location in or near high point if it offered on-trend formal wear options.

# RETAIL COMPETITION

POSY'S competition is made up of mostly online stores because there are currently no existing locations to shop in formal wear in high point, nc. online boutiques that POSY'S compete with include:

revolve.com, lulus.com, missguided.com, nastygal.com, and asos.com. POSY'S is given an advantage against its competitors due to its unique buy online, try in store experience.

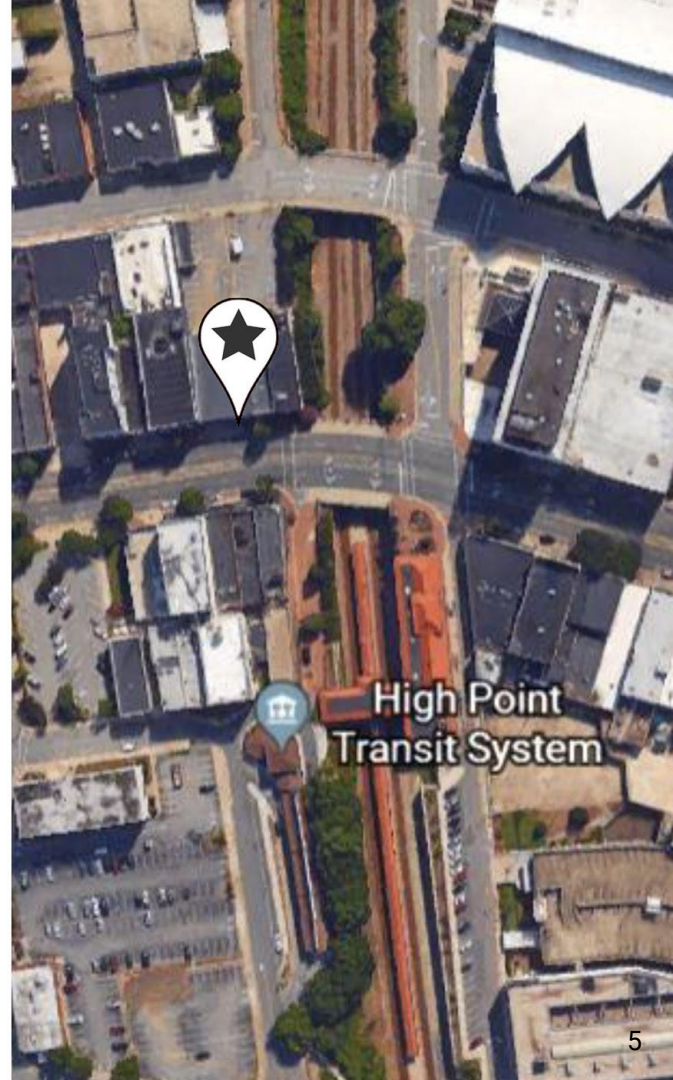
**REVOLVE** *Lulus* **MISSGUIDED** *NASTY GAL* **ASOS**

POSY'S



LOCATION

104 north main street  
high point, nc



# POSY'S STORE FRONT

104 north main street  
high point, nc



# BRANDING





# MERCHANDISE MIX JUSTIFICATION

POSY'S merchandise mix is chosen specifically with its target market in mind. the mix includes a wide range of on-trend formal wear, shoe, and accessory options. all of POSY'S products can be considered "basics" which makes it easy for shoppers to always find the perfect dress-shoe-jewelry combination for their special event.


# FURNITURE, FIXTURES, EQUIPMENT

MAIN RETAIL SPACE IMAGE	TYPE	COLOR	BRAND/MANUFACTURER	DIMENSIONS	USE	#	LINK
	Wall Mounted Pipeline Display	Black	Displays2Go	104.0" x 80.0" x 17.5"	Dresses / Clothing	10	<a href="https://www.displays2go.com">https://www.displays2go.com</a>
	Round Display Table	Black Marble	William Sonoma Home	56.0" DIA x 29.5"		1	<a href="https://www.williams-sonoma.com">https://www.williams-sonoma.com</a>
	Etagere	Gold	Walmart	18.0" x 12.0" 73.0"	Shoes / Purses	8	<a href="https://www.walmart.com/ip/">https://www.walmart.com/ip/</a>
	Rectangle Display Table	Black / Gold	Article	29.5" x 78.0" x 35.5"	Jewelry, Cosmetics, Accessories, Etc.	4	<a href="https://www.article.com/prod">https://www.article.com/prod</a>

# FURNITURE, FIXTURES, EQUIPMENT

	Nesting Tables	Black Marble	West Elm	24.0" x 24.0" x 14.0" 24.0" x 24.0" x 16.0"	Mannequins / Clothing	6 <a data-bbox="1553 202 1761 216" href="https://www.westelm.com/prd">https://www.westelm.com/prd</a>
	Brick Wall	Brick	Lowe's	-	Walls	- <a data-bbox="1566 423 1761 437" href="https://www.loves.com/pd/O">https://www.loves.com/pd/O</a>
	Laminate Wood Flooring	Gotham Oak	Best Laminate	-	Floors	- <a data-bbox="1566 627 1761 642" href="https://www.bestlaminate.com">https://www.bestlaminate.com</a>
	Recessed Light	Black Trim	<a data-bbox="821 922 896 936" href="https://www.build.com">Build.Com</a>	6.2"	General Lighting	35 <a data-bbox="1566 922 1761 936" href="https://www.loves.com/pd/Ju">https://www.loves.com/pd/Ju</a>

# FURNITURE, FIXTURES, EQUIPMENT

	Adjustable Eyeball Light	Black Trim	<a href="#">Build.Com</a>	6.2"	Display Table / Etagere Lighting	34	<a href="https://www.build.com/progre">https://www.build.com/progre</a>
	Track Lighting Head	Black Trim	Nuvo Lighting	4.5" x 7.0" x 9.5"	Pipe Rack Lighting	60	<a href="https://express.google.com/v">https://express.google.com/v</a>
<b>CASH WRAP / ECOMMERCE SPACE</b>							
<b>IMAGE</b>	<b>TYPE</b>	<b>COLOR</b>	<b>BRAND/MANUFACTURER</b>	<b>DIMENSIONS</b>	<b>USE</b>	<b>#</b>	<b>LINK</b>
	Cash Wrap	Black Wood	(Custom)	12.0' x 2.6' x 48.0"	Checking Out	1	-
	Cabinet Storage Unit	Black Wood	(Custom)	12.0' x 3.0' x 8.0"	Behind Cash Wrap Storage	1	-

# FURNITURE, FIXTURES, EQUIPMENT

	Barstool	Gold Wire	Target	30.5" x 18.0"	Ecommerce Seating	3	<a href="https://express.google.com/">https://express.google.com/</a>
	Bar Height Counter	Black Marble	(Custom)	20.0' x 1.5' x 48.0"	Ecommerce Counter	1	-
	Brick Wall	Brick	Lowe's	-	Walls	-	<a href="https://www.loves.com/pd/O">https://www.loves.com/pd/O</a>
	Laminate Wood Flooring	Gotham Oak	Best Laminate	-	Floors	-	<a href="https://www.bestlaminate.com">https://www.bestlaminate.com</a>

# FURNITURE, FIXTURES, EQUIPMENT

	Recessed Light	Black Trim	<a href="#">Build.Com</a>	6.2"	General Lighting	11 <a href="https://www.lowes.com/pd/Ju">https://www.lowes.com/pd/Ju</a>
	Adjustable Eyeball Light	Black Trim	<a href="#">Build.Com</a>	6.2"	Cash Wrap Lighting	3 <a href="https://www.build.com/progre">https://www.build.com/progre</a>
	Track Lighting Head	Black Trim	<a href="#">Nuvo Lighting</a>	4.5" x 7.0" x 9.5"	Ecommerce Area Lighting	10 <a href="https://express.google.com/u">https://express.google.com/u</a>
	Chandelier	Gold	<a href="#">West Elm</a>	43.0" x 13.7" x 52.4"	Cash Wrap Accent Lighting	1 <a href="https://www.westelm.com/prc">https://www.westelm.com/prc</a>



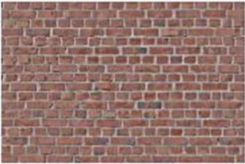
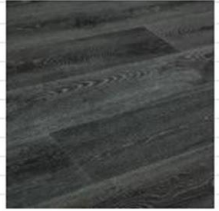


# FURNITURE, FIXTURES, EQUIPMENT

DRESSING ROOM / SEATING AREA							
IMAGE	TYPE	COLOR	BRAND/MANUFACTURER	DIMENSIONS	USE	#	LINK
	TriFold Mirror	Gold	Wayfair	64.0" x 71.0"	Fitting Room Mirror	6	<a href="https://www.wayfair.com/dec">https://www.wayfair.com/dec</a>
	Sofa	Worn Velvet, Gray	West Elm Contract Grade	76.5" x 40.0" x 32.0"	Seating Area Seating	3	<a href="https://www.vestelm.com/pr">https://www.vestelm.com/pr</a>
	Chair	Distress Velvet, Light Pir	West Elm Contract Grade	29.9" x 31.1" x 29.1"	Seating Area Seating	6	<a href="https://www.vestelm.com/pr">https://www.vestelm.com/pr</a>
	Coffee Table	Black	West Elm	46.0" x 25.0" x 16.0"	Seating Area Table	3	<a href="https://www.vestelm.com/pr">https://www.vestelm.com/pr</a>

# FURNITURE, FIXTURES, EQUIPMENT

	Cube Bookcase	Black Oak	Wayfair	35.5" x 35.5" x 11.5"	Fitting Room Merchandise	6 <a href="https://www.wayfair.com/furn">https://www.wayfair.com/furn</a>
	Pedestal	Black	WW Pedestals	23.0" x 23.0" x 6.0"	Fitting Room Pedestal	6 <a href="http://www.ww-pedestals.com">http://www.ww-pedestals.com</a>
	Curtain	Pewter	(Custom)	(Custom Size)	Fitting Room Curtain	6 <a href="https://www.vestelm.com/pro">https://www.vestelm.com/pro</a>
	Wire Weaved Bar Stool	Gold	Overstock	17.75" x 17.75" x 34.0"	Fitting Room Seating	6 <a href="https://www.overstock.com/F">https://www.overstock.com/F</a>

# FURNITURE, FIXTURES, EQUIPMENT

	Brick Wall	Brick	Lowe's	-	Walls	-	<a href="https://www.lowes.com/pd/Ol">https://www.lowes.com/pd/Ol</a>
	Laminate Wood Flooring	Gotham Oak	Best Laminate	-	Floors	-	<a href="https://www.bestlaminat.com">https://www.bestlaminat.com</a>
	Recessed Light	Black Trim	<a href="http://Build.Com">Build.Com</a>	6.2"	General Lighting	36	<a href="https://www.lowes.com/pd/Ju">https://www.lowes.com/pd/Ju</a>
	Chandelier	Gold	West Elm	34.0" x 22.0"-59.0"	Seating Area Accent Lighting	3	<a href="https://www.westelm.com/prc">https://www.westelm.com/prc</a>



# FURNITURE, FIXTURES, EQUIPMENT

	Wallpaper	Black Modern	West Elm	-	One Wall - Dressing Rooms	-	<a href="https://www.westelm.com/pr">https://www.westelm.com/pr</a>
<b>OFFICE / STORAGE ROOM</b>							
<b>IMAGE</b>	<b>TYPE</b>	<b>COLOR</b>	<b>BRAND/MANUFACTURER</b>	<b>DIMENSIONS</b>	<b>USE</b>	<b>#</b>	<b>LINK</b>
	Shelving	Silver	Home Depot	48.0" x 72.0" x 18.0"	Storage / Office Shelving	10	<a href="https://www.homedepot.com">https://www.homedepot.com</a>
	Filing Cabinet	Black	Home Depot	16.38" x 28.25" x 29.0"	Office Storage	1	<a href="https://www.homedepot.com">https://www.homedepot.com</a>

# FURNITURE, FIXTURES, EQUIPMENT

	Desk Chair	Black	Home Depot	26.5' x 40.0' x 25.0"	Storage Room / Office Seating	4 <a href="https://www.homedepot.com">https://www.homedepot.com</a>
	Desk	White	Home Depot	53.5' x 23.5' x 30.0"	Office Desk	1 <a href="https://www.homedepot.com">https://www.homedepot.com</a>
	2 x 4 Linear Light	-	Superior Lighting	2.0' x 4.0'	Office / Storage Room Lighting	12 <a href="https://www.superiorlighting.com">https://www.superiorlighting.com</a>
	Concrete Tile Flooring	Gray	Tile Bar	24.0' x 24.0'	Office / Storage Room Flooring	- <a href="https://tilebar.com/basic-cem">https://tilebar.com/basic-cem</a>

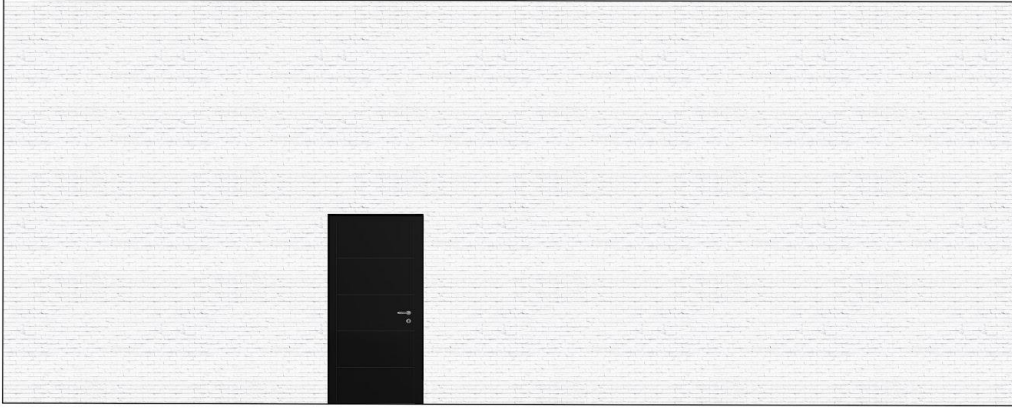
# FURNITURE, FIXTURES, EQUIPMENT

	Paint	White	Walmart	-	Office / Storage Room Walls	-	<a href="https://www.walmart.com/ip/">https://www.walmart.com/ip/</a>
<b>BATHROOM</b>							
<b>IMAGE</b>	<b>TYPE</b>	<b>COLOR</b>	<b>BRAND/MANUFACTURER</b>	<b>DIMENSIONS</b>	<b>USE</b>	<b>#</b>	<b>LINK</b>
	Tile Flooring	White Marble	Stone Center Online	9.0" x 18.0"	Bathroom Flooring	-	<a href="https://www.stonecenteronline.com/">https://www.stonecenteronline.com/</a>
	Wallpaper	Gold Geo Prisms	West Elm	-	Bathroom Walls	-	<a href="https://www.westelm.com/pr">https://www.westelm.com/pr</a>



# FURNITURE, FIXTURES, EQUIPMENT

	Recessed Light	Black Trim	<a href="#">Build.Com</a>	6.2"	General Lighting	10 <a href="https://www.lowes.com/pd/Ju">https://www.lowes.com/pd/Ju</a>
<p><b>VIRTUAL TRY-ON / INSTAGRAM AREA</b></p> 	Stage	Black	(Custom)	10.0' x 3.0'	(Custom)	1 -
	Projector Screen	-	(Custom)	(Custom)	(Custom)	1 -



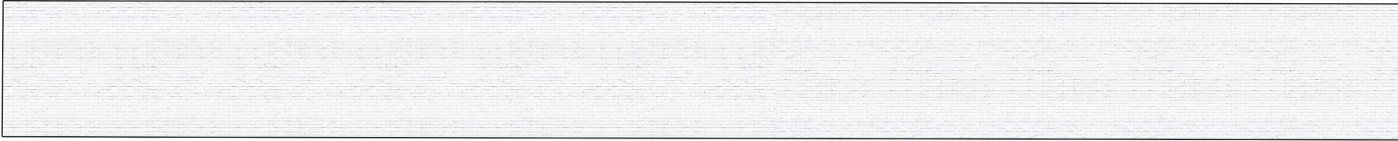
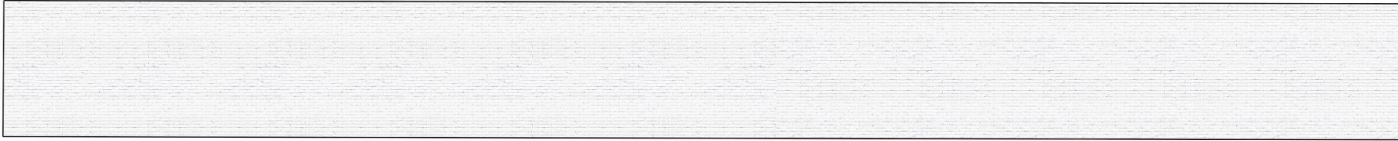
PAIGE KNICHEL

VMD 4300 - VISUAL MERCHANDISING  
STUDIO 2  
SENIOR CAPSTONE PROJECT

4 / 28 / 2019

DIGITAL  
DRAWING

A1



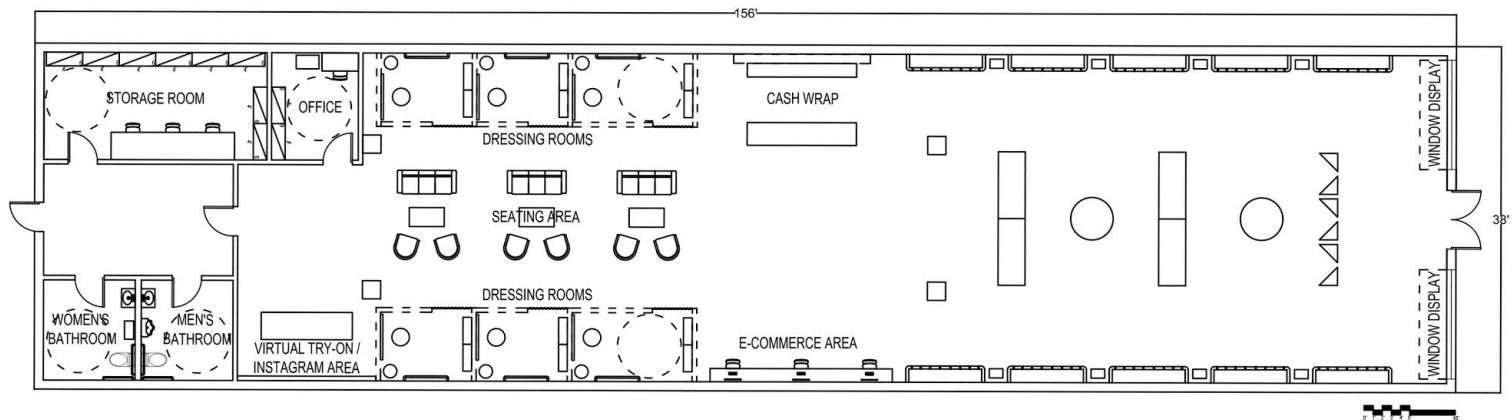
PAIGE KNICHEL

VMD 4300 - VISUAL MERCHANDISING  
STUDIO 2  
SENIOR CAPSTONE PROJECT

4 / 28 / 2019

DIGITAL  
DRAWING

A2



# POSY'S FLOOR PLAN

SCALE : 1/16" = 1'0"



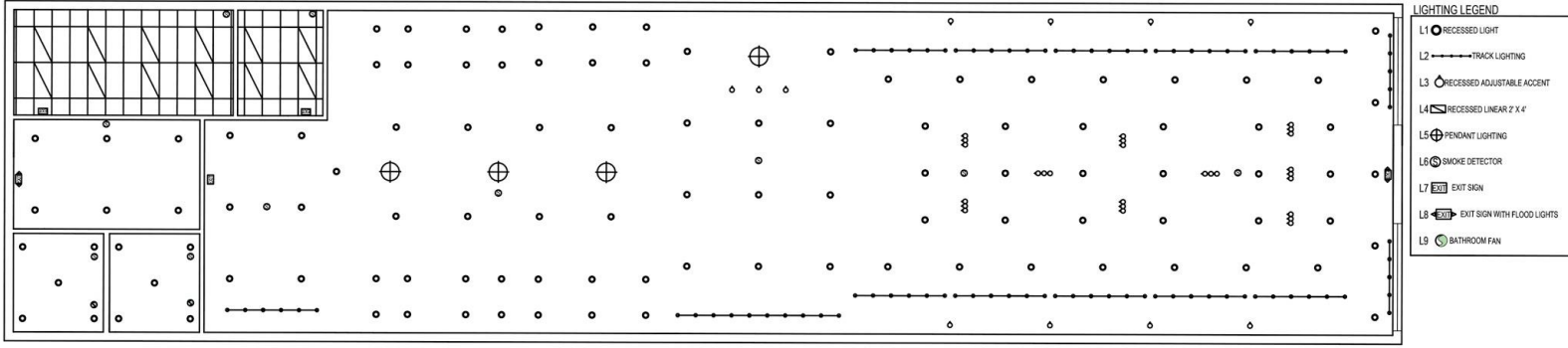
PAIGE KNICHEL

VMD 4300 - VISUAL MERCHANDISING  
STUDIO 2  
SENIOR CAPSTONE PROJECT

4 / 28 / 2019

DIGITAL  
DRAWING

A3



POSY'S RCP

SCALE : 1/16" = 1'0"



PAIGE KNICHEL

VMD 4300 - VISUAL MERCHANDISING  
STUDIO 2  
SENIOR CAPSTONE PROJECT

4 / 28 / 2019

DIGITAL  
DRAWING

A4

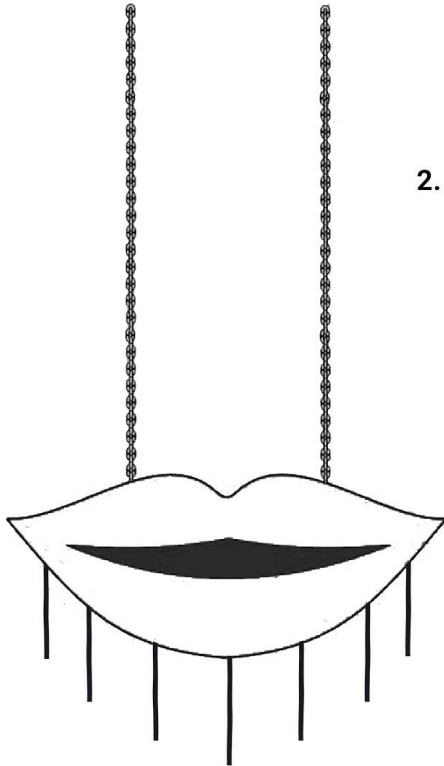
PHASE TWO

*window promotions*



# PLYWOOD & HOOK LIP DISPLAY

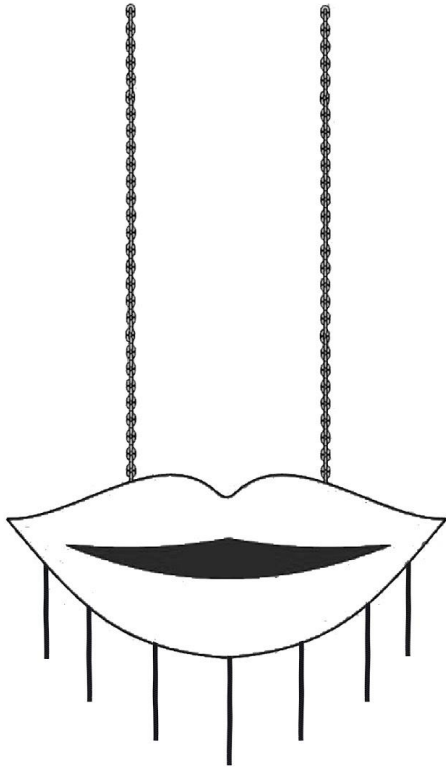
## *manufacturer instructions*



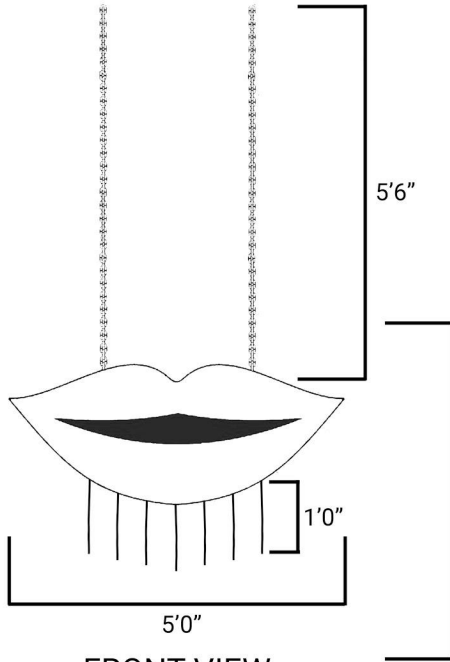
1. USE ADHESIVE TO ADHERE PINK LIP GRAPHIC TO PLYWOOD LIPS PLANK
2. USING 2 SCREWS AND SCREWDRIVER, SCREW #1 HOOK 2.0" UP FROM BOTTOM MIDPOINT OF PLYWOOD LIPS PLANK
3. SCREW #2 HOOK 3.0" TO THE RIGHT AND 1.0" UP FROM #1 HOOK
4. SCREW #3 HOOK 3.0" TO THE RIGHT AND 1.0" UP FROM #2 HOOK
5. SCREW #4 HOOK 3.0" TO THE RIGHT AND 1.0" UP FROM #3 HOOK
6. SCREW #5 HOOK 3.0" TO THE LEFT AND 1.0" UP FROM #1 HOOK
7. SCREW #6 HOOK 3.0" TO THE LEFT AND 1.0" UP FROM #5 HOOK
8. SCREW #7 HOOK 3.0" TO THE LEFT AND 1.0" UP FROM #6 HOOK
9. SCREW #8 HOOK 1.0' TO THE RIGHT OF TOP MIDPOINT OF PLYWOOD LIPS PLANK
10. SCREW #9 HOOK 1.0' TO THE LEFT OF TOP MIDPOINT OF PLYWOOD LIPS PLANK
11. ATTACH DOUBLE SIDED HOOKS (7 PCS) TO ONE END OF SHORT BLACK CHAINS (7 PCS)

# PLYWOOD & HOOK LIP DISPLAY

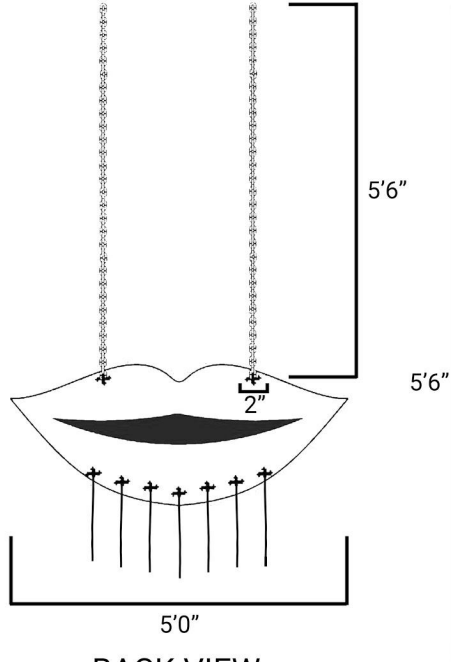
*in store instructions*



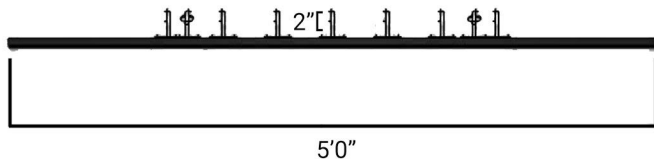
1. ATTACH 5.0' CHAINS (2 PCS) TO TOP HOOKS
2. ATTACH SHORT BLACK CHAINS (7 PCS) TO BOTTOM HOOKS



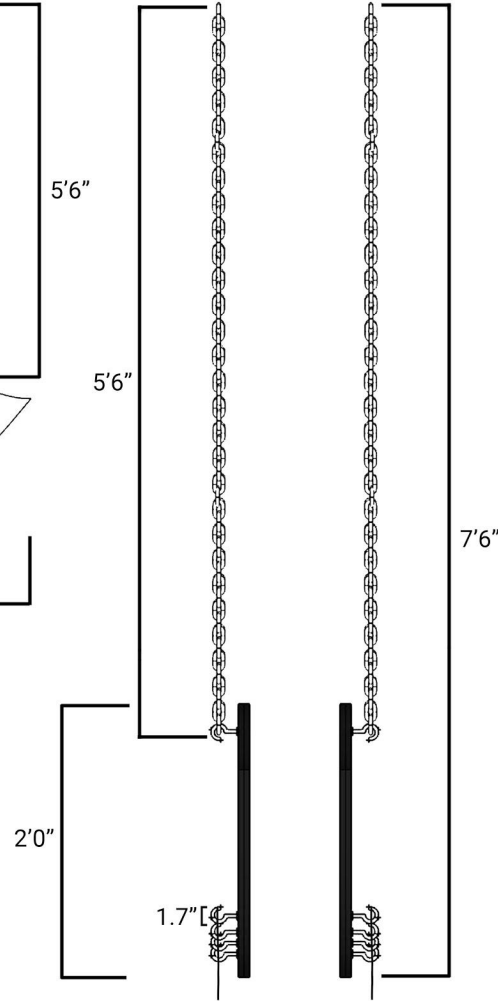
FRONT VIEW



BACK VIEW



TOP & BOTTOM VIEW



PAIGE KNICHEL

VMD 4300 - VISUAL MERCHANDISING  
STUDIO 2  
SENIOR CAPSTONE PROJECT

4 / 28 / 2019

DIGITAL  
DRAWING

A5

# SALE WINDOW DISPLAY

## *design statements*

### SALES INTENT

The sales intent of the Sale Window Display is to promote a sales event that is going on in the store.

### DESIGN INTENT

The design intent of the draw the eye to the word “SALE” and to display only a small selection of dresses that are sold in the store, which in turn encourages people want to go in and find out what else the store has to offer.

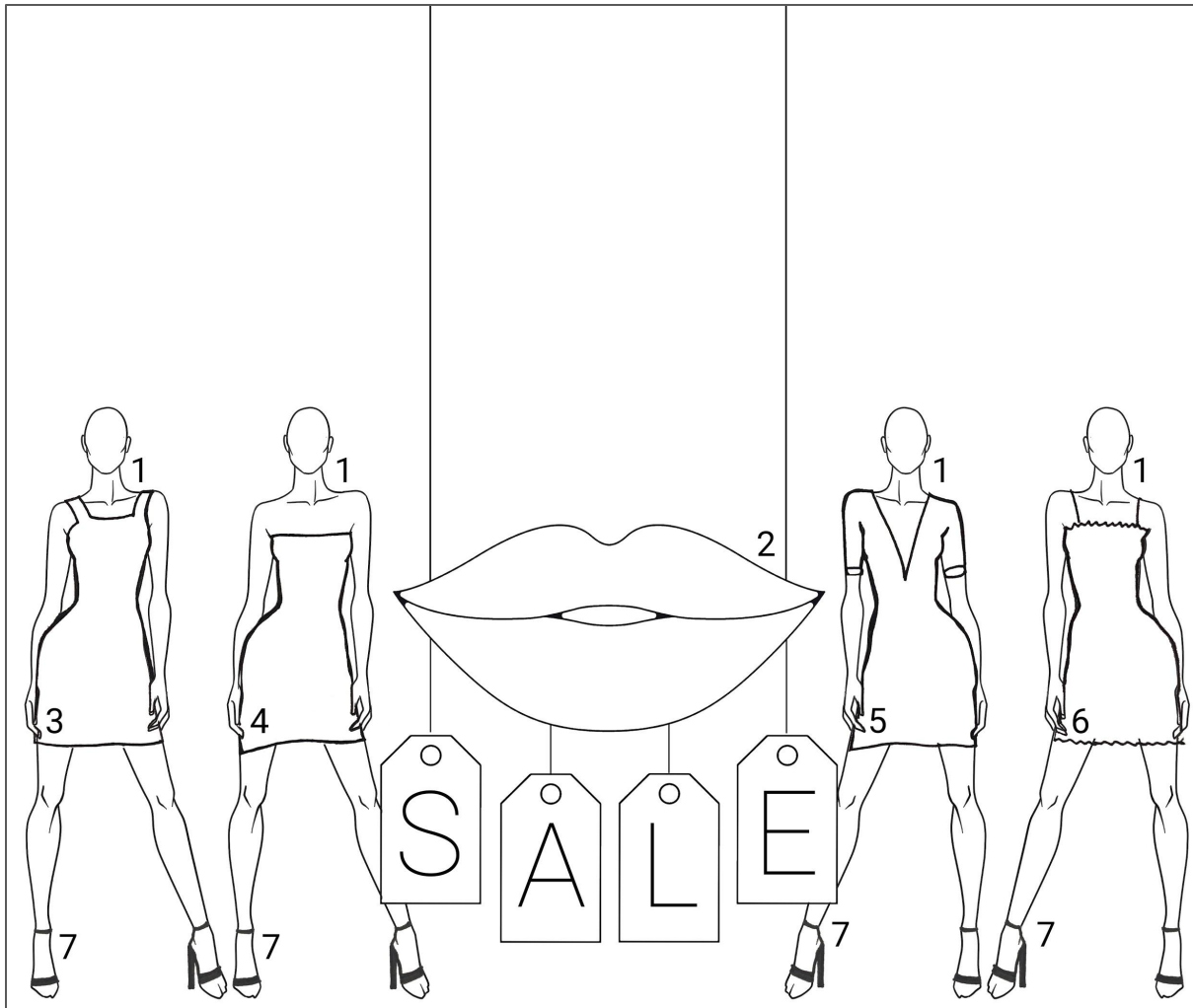
### PRINCIPLES & ELEMENTS

The custom Plywood & Hooks Lip display / prop is a bold, brightly colored centerpiece in the window that attracts the eye and is the first thing in the window that one notices. The Lip display also uses strong vertical lines to bring the eye upward and over to the mannequins in the window. The symmetry of the mannequins creates a sense of balance in the display.



## **SALE WINDOW PLANOGRAM**

<b>KEY</b>	<b>SKU #</b>	<b>DESCRIPTION</b>	<b>#</b>	<b>INSTRUCTIONS</b>
1	LD-01	Hanging Plywood & Hook Lip Display	1	Hang from ceiling grid in middle of window; 2 ft back
2	MQ-01	White Stylized Mannequin	4	Place two mannequins on either side of Plywood & Hook Lip Display
3	SD-005	Short Dress	1	Dress mannequin 2A
4	SD-006	Short Dress	1	Dress mannequin 2B
5	SD-007	Short Dress	1	Dress mannequin 2C
6	SD-008	Short Dress	1	Dress mannequin 2D
7	HH-005	High Heels	4	Dress mannequins 2A, 2B, 2C, 2D
8	SS-1	"S" Sale Sign	1	Hang from hook #1 on Plywood & Hook Lip Display
9	SS-2	"A" Sale Sign	1	Hang from hook #3 on Plywood & Hook Lip Display
10	SS-3	"L" Sale Sign	1	Hang from hook #5 on Plywood & Hook Lip Display
11	SS-4	"E" Sale Sign	1	Hang from hook #7 on Plywood & Hook Lip Display



# SUMMER WINDOW DISPLAY

## *design statements*

### SALES INTENT

The sales intent of the Summer Window Display is to promote new two-piece set outfits that are coming stock for the summer season.

### DESIGN INTENT

The design intent of the window is to create the feeling of a fun, fresh summer day. The mannequins are carrying beach bags and “blowing” bubbles of pink bubblegum while wearing two-piece sets in summery colors and patterns.

The idea is to make people feel like they can achieve this lifestyle and aesthetic by purchasing one of the sets.

### PRINCIPLES & ELEMENTS

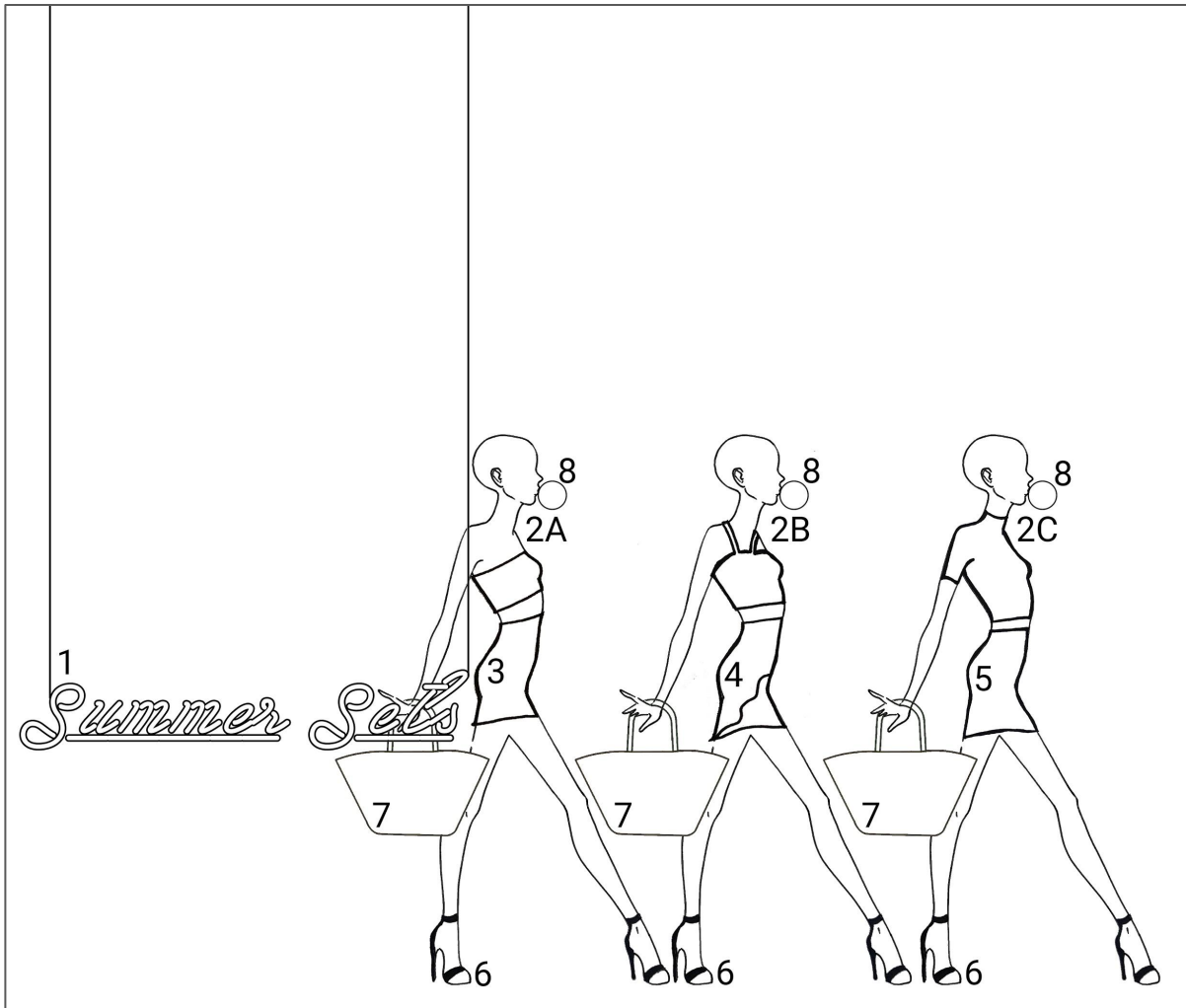
The three mannequins create a sense of repetition in the display. They also create a sense of movement towards the front door, encouraging people looking at the window to come inside. The straw beach bags pull in an element of texture into the display. Lastly, the pink neon sign matches the faux bubblegum bubbles creating rhythm.





## ***SUMMER WINDOW PLANOGRAM***

<b>KEY</b>	<b>SKU #</b>	<b>DESCRIPTION</b>	<b>#</b>	<b>INSTRUCTIONS</b>
1	NS-01	"Summer Sets" Hanging Neon Sign	1	Hang from ceiling grid centered on left side of window; 2 ft back
2	MQ-02	White Stylized Mannequin	3	Place in a row facing away from "Summer Sets" Hanging Neon Sign
3	SD-009	Two Piece Set	1	Dress mannequin 2A
4	SD-010	Two Piece Set	1	Dress mannequin 2B
5	SD-011	Two Piece Set	1	Dress mannequin 2C
6	HH-005	High Heels	3	Dress mannequins 2A, 2B, 2C
7	HB-005	Handbag	3	Hang on hands of mannequins 2A, 2B, 2C
8	BG-1	Faux Bubblegum Bubble (With String)	4	Attach to mouths of mannequins 2A, 2B, 2C with string



# NYE WINDOW DISPLAY

## *design statements*

### SALES INTENT

The sales intent of the New Year's Eve Window Display is to promote the NYE Dress Shop collection that the store has curated.

### DESIGN INTENT

The design intent of the window is to draw the eye of bypassers both close and far away through the massive "NYE Shop" sign. The use of the single mannequin is to emphasize the importance of the one perfect dress that everyone is looking for for their glamorous and magical New Year's Eve look.

### PRINCIPLES & ELEMENTS

Scale and proportion play a large role in this window display because of the size of the "NYE Shop" sign compared to the mannequin. The background of the sign also matches fabric of the dress on the mannequin which creates balance and repetition, as well as a sense of texture.



**NYE WINDOW PLANOGRAM**

<b>KEY</b>	<b>SKU #</b>	<b>DESCRIPTION</b>	<b>#</b>	<b>INSTRUCTIONS</b>		
1	NYE-1	"NYE Shop" Hanging Sign	1	Hang from ceiling grid centered on right side of window; 2 ft back		
2	MQ-03	White Stylized Mannequin	1	Place to left of "NYE Shop" Hanging Sign		
3	SD-012	Short Dress	1	Dress mannequin		
4	HH-005	High Heels	1	Dress mannequin		
5	SH-1	Star Headband	1	Attach headband to head of mannequin		



1



N Y E

shop

PHASE THREE

*in store promotions*



# HALLOWEEN POINT OF PURCHASE DISPLAY

*manufacturer instructions*



1. ASSEMBLE MFD INTO EQUAL SIZE CUBBIES USING FOLLOWING DIMENSIONS: 3'0" W x 1'6" H x 1'0" D

2. DRILL 2 HOLES 6" BACK AND 9" IN FROM EACH SIDE INTO TOP OF CUBBY STRUCTURE

3. ATTACH BAT / EYELASH GRAPHIC TO TWO WOODEN POLES USING GLUE

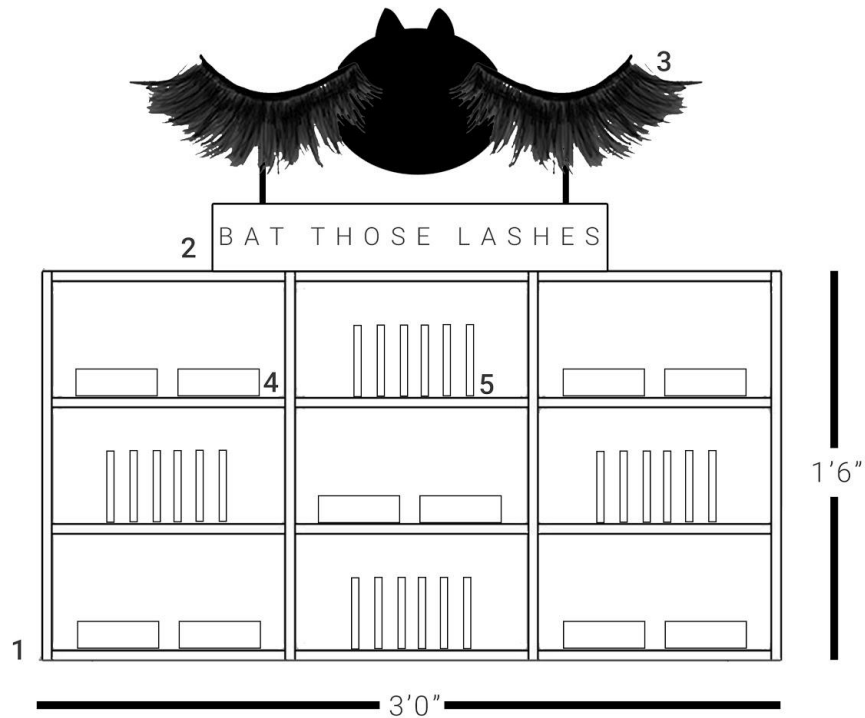
# HALLOWEEN POINT OF PURCHASE DISPLAY

*in store instructions*



1. REMOVE CUBBY STRUCTURE AND PLACE IN STORE ACCORDING TO FLOOR PLAN
2. SECURE BAT / EYELASH GRAPHIC WITH TWO POLES INTO HOLES ON TOP OF CUBBY STRUCTURE
3. PLACE "BAT THOSE LASHES" GRAPHIC ON TOP OF CUBBY STRUCTURE
4. FILL CUBBIES 2, 4, 6, AND 8 WITH FAUX EYELASHES
5. FILL CUBBIES 1, 3, 5, 7, AND 9 WITH MASCARA
6. WHEN PRODUCT DIMINISHES RESTOCK ACCORDING

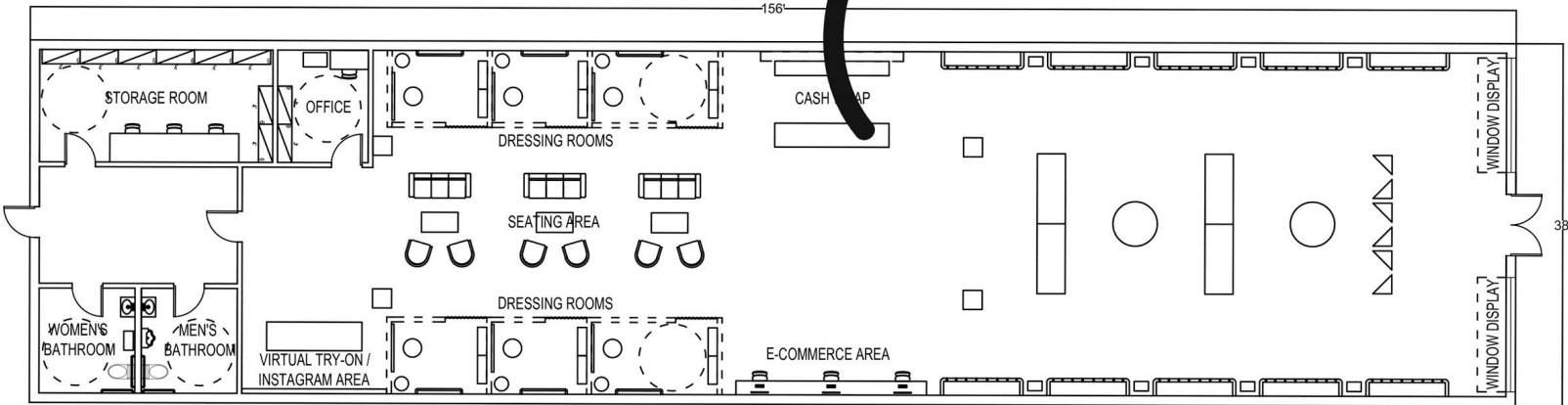
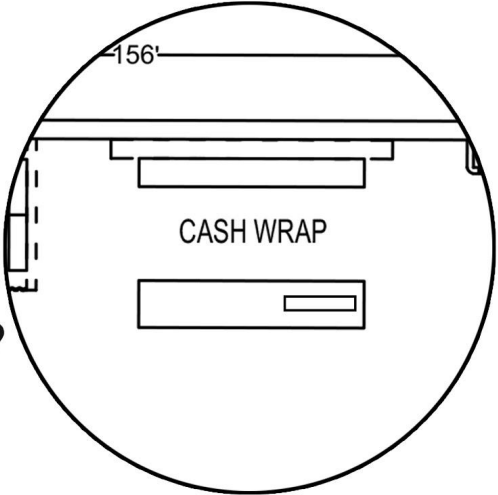




### ***HALLOWEEN POINT OF PURCHASE DISPLAY***

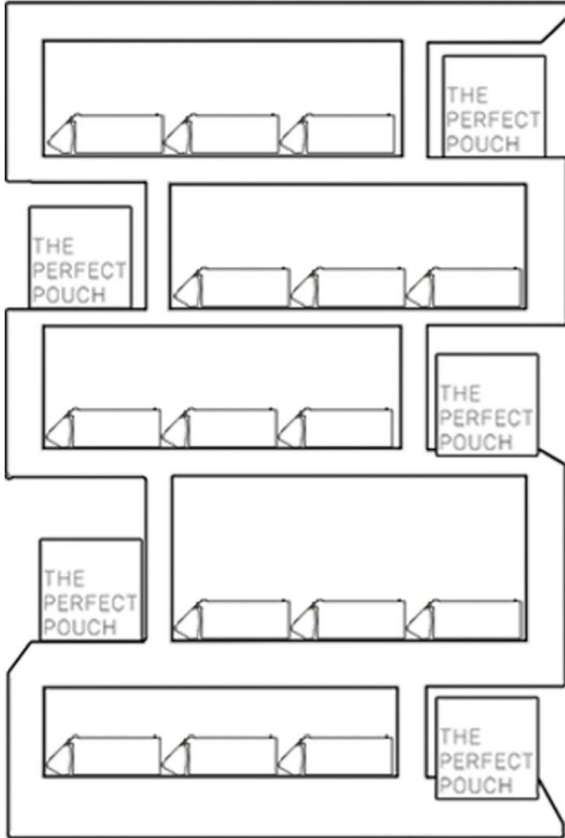
<b>KEY</b>	<b>SKU #</b>	<b>DESCRIPTION</b>	<b>#</b>	<b>INSTRUCTIONS</b>
1	HPC-1	Orange Cubby Structure	1	Place in store according to floor plan
2	BTLG-1	"Bat Those Lashes" Graphic	1	Place on top of orange cubby structure
3	BEG-1	Bat / Eyelash Graphic W/ Poles	1	Secure wooden poles into holes on top of orange cubby structure
4	FL-001	Faux Lashes	60	Place in cubbies 1, 3, 5, 7, and 9
5	MA-001	Mascara	24	Place in cubbies 2, 4, 6, and 8

HALLOWEEN  
POINT  
OF  
PURCHASE  
LOCATION



# BACK TO SCHOOL POINT OF PURCHASE DISPLAY

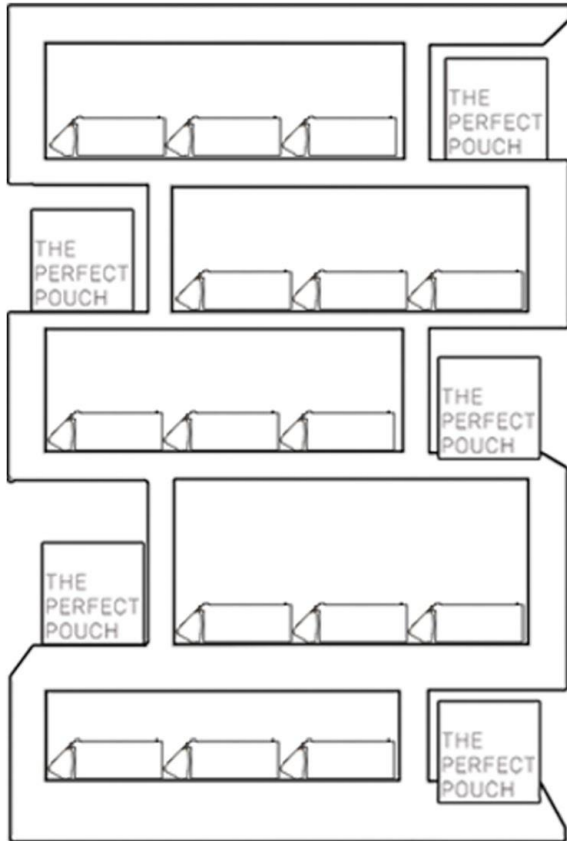
*manufacturer instructions*



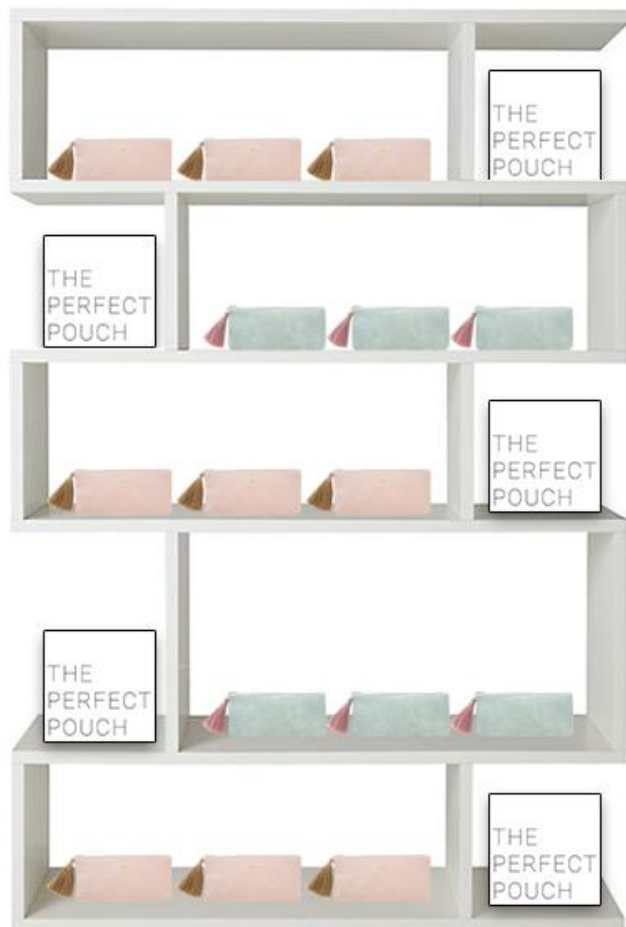
1. BUILD WHITE ASSYMETRICAL SHELVING UNIT USING MFD
2. PLACE "THE PERFECT POUCH" GRAPHIC IN BLACK FRAMES

# BACK TO SCHOOL POINT OF PURCHASE DISPLAY

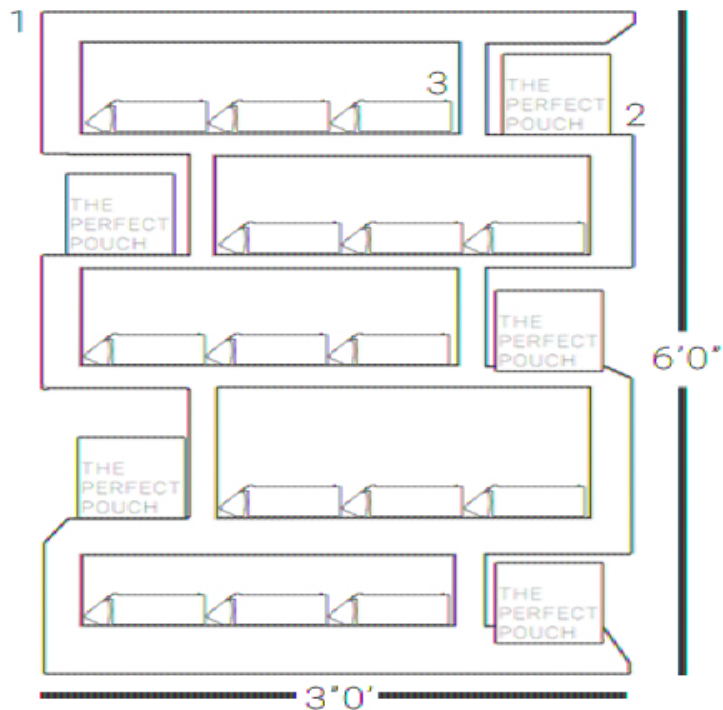
*in store instructions*



1. PLACE WHITE ASSYMETRICAL SHELVING UNIT IN STORE ACCORDING TO FLOOR PLAN
2. PLACE "THE PERFECT POUCH" GRAPHICS ON SMALL OPEN CUBBIES
3. PLACE 3 BLUE PENCIL POUCHES ON SHELF 2 AND 3 BLUE PENCIL POUCHES ON SHELF 4
4. PLACE 3 PINK PENCIL POUCHES ON SHELF 1, 3 PINK PENCIL POUCHES ON SHELF 3, AND 3 PINK PENCIL POUCHES ON SHELF 5
5. WHEN PRODUCT DIMINISHES RESTOCK ACCORDINGLY



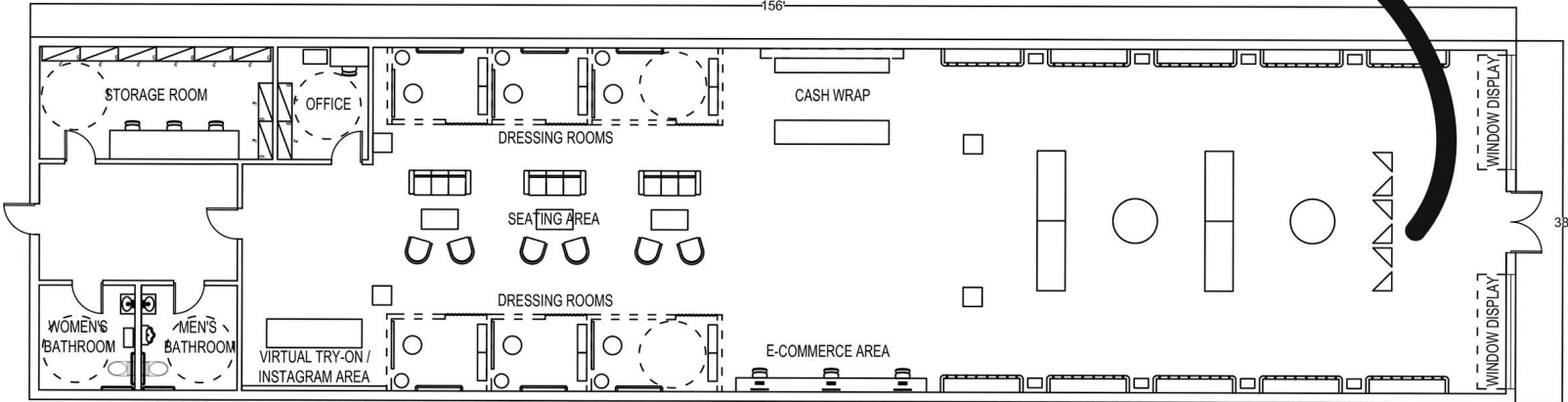
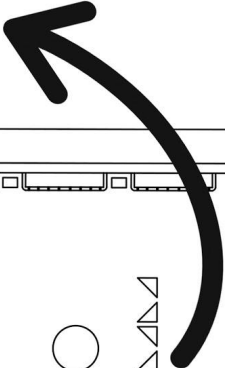
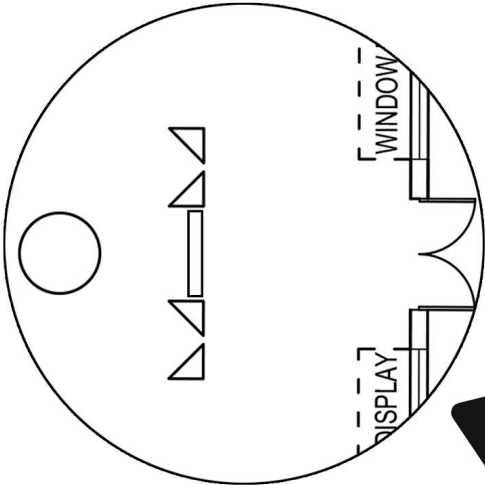




### ***BACK TO SCHOOL POINT OF PURCHASE DISPLAY***

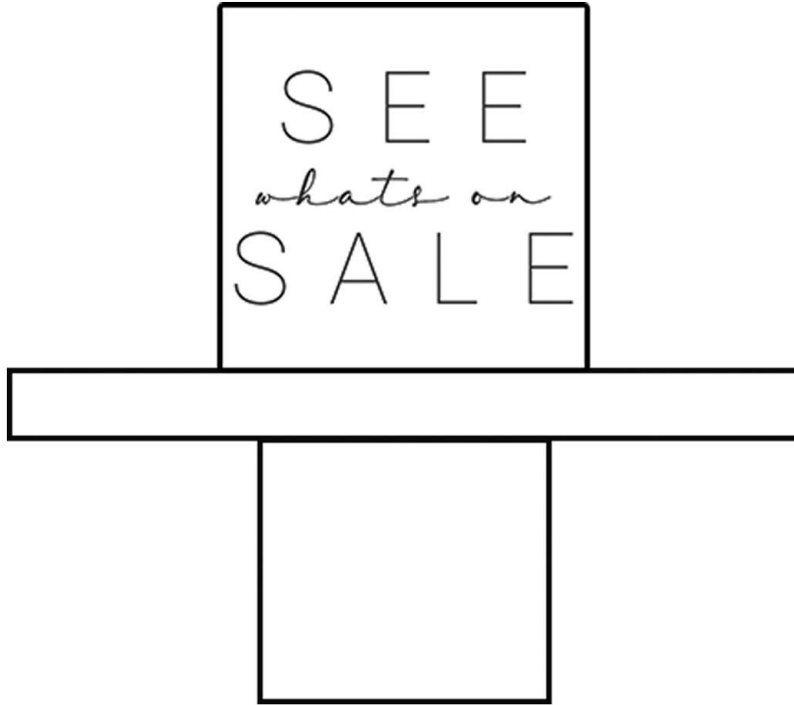
<b>KEY</b>	<b>SKU #</b>	<b>DESCRIPTION</b>	<b>#</b>	<b>INSTRUCTION</b>
1	ASU-1	Assymetrical Shelving Unit	1	Place in store according to fl
2	TPPG-1	"The Perfect Pouch" Graphic	5	Place graphics on small end
3	PP-01	Pencil Pouch	6	Place 3 on shelves 2 and 4
4	PP-02	Pencil Pouch	9	Place 9 on shelves 1, 3, and

BACK TO SCHOOL  
POINT  
OF  
PURCHASE  
LOCATION



# CLEARANCE TABLE DISPLAY

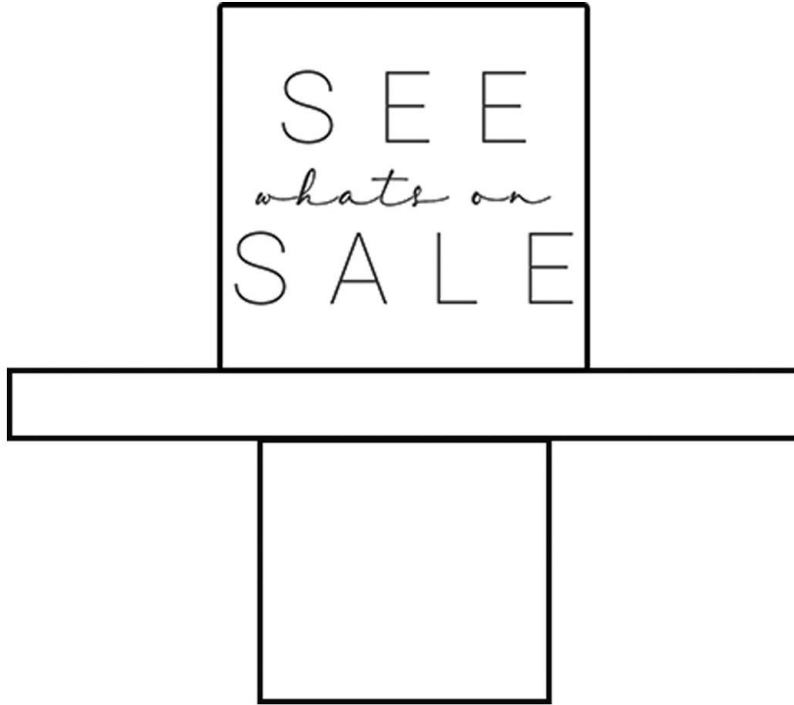
*manufacturer instructions*



1. CREATE 2'0" x 2'0" CUBE PEDESTAL BASE USING OAK WOOD USING SCREWS
2. FASTEN 4'0" x 4'0" x 6"0 OAK WOOD TABLE TOP TO PEDESTAL BASE CUBE USING FOUR SCREWS
3. FRAME "SEE WHAT'S ON SALE" GRAPHIC IN BLACK FRAME

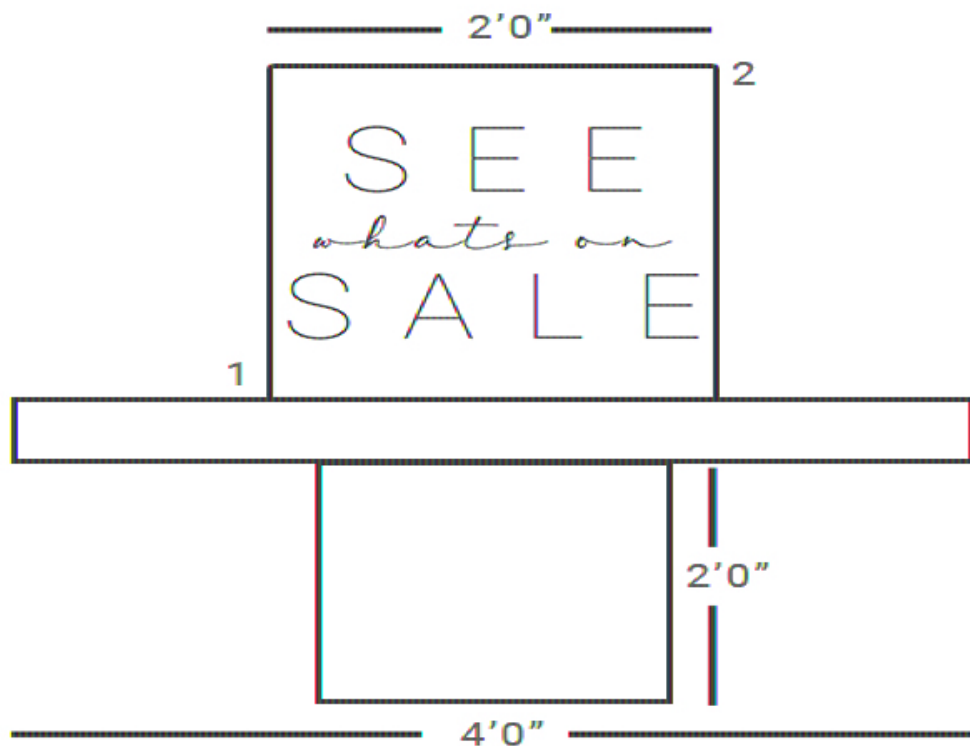
# CLEARANCE TABLE DISPLAY

*in store instructions*



1. REMOVE DISPLAY TABLE AND PLACE ACCORDING TO FLOOR PLAN
2. PLACE "SEE WHAT'S ON SALE" GRAPHIC IN THE TOP MIDDLE OF THE DISPLAY TABLE
3. MERCHANDISE ACCORDING TO CURRENT SALE
4. REPLENISH AS NEEDED





### ***CLEARANCE TABLE DISPLAY***

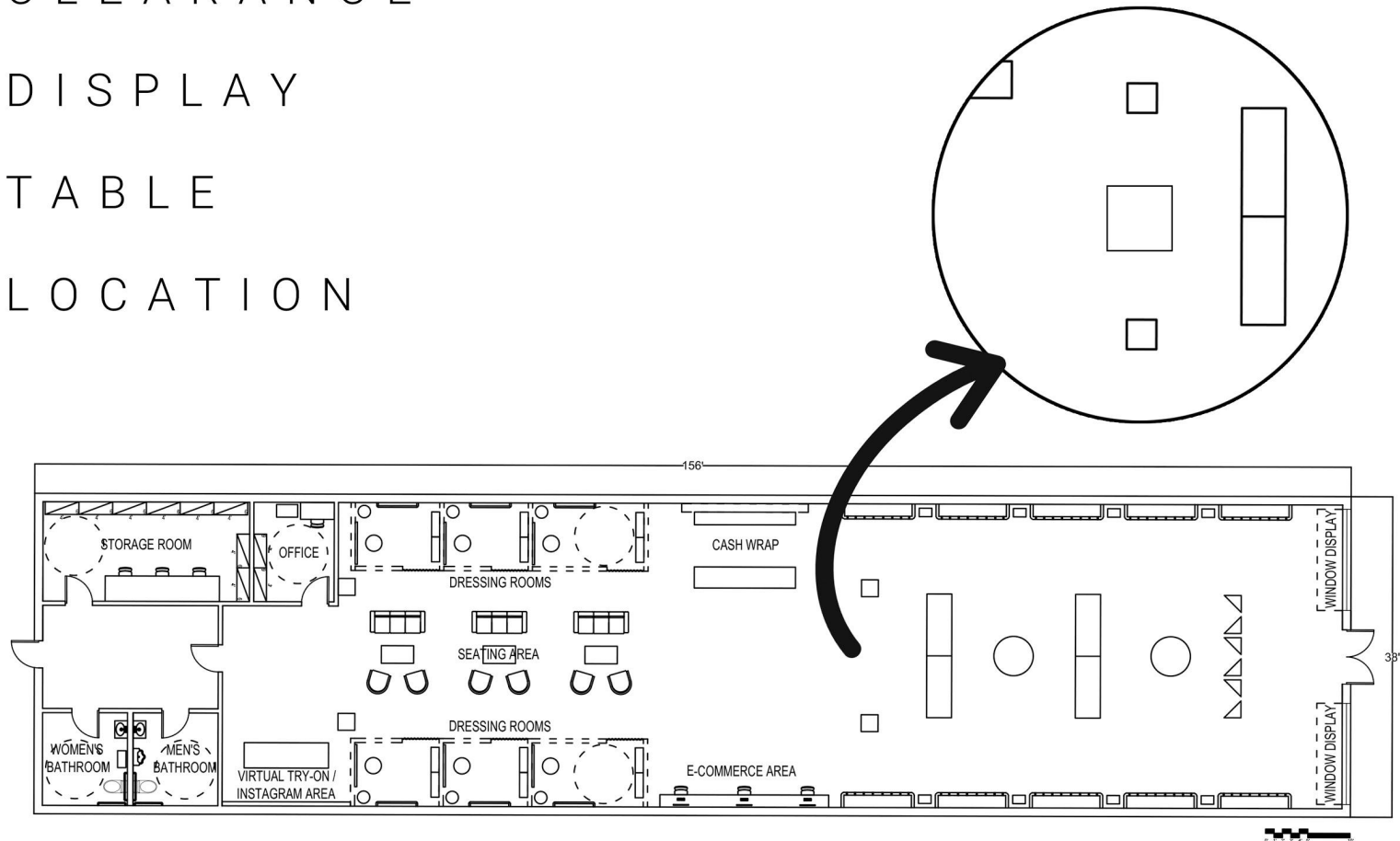
<b>KEY</b>	<b>SKU #</b>	<b>DESCRIPTION</b>	<b>#</b>	<b>INSTRUCTION</b>
1	CT-1	Display Table	1	Place in store according to
2	SWOSG-1	"See What's On Sale" Graphic	1	Place graphic in center of

CLEARANCE

DISPLAY

TABLE

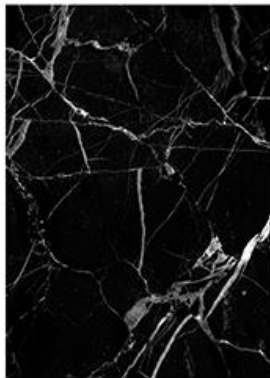
LOCATION



PHASE FOUR

*programming*





# MOOD BOARD

**STRESS  
DOESN'T  
REALLY GO  
WITH MY  
OUTFIT.**



# TARGET SHOPPER

★ women

★ 17 - 30

★ middle - upper class

★ living in high point, jamestown, and other surrounding areas

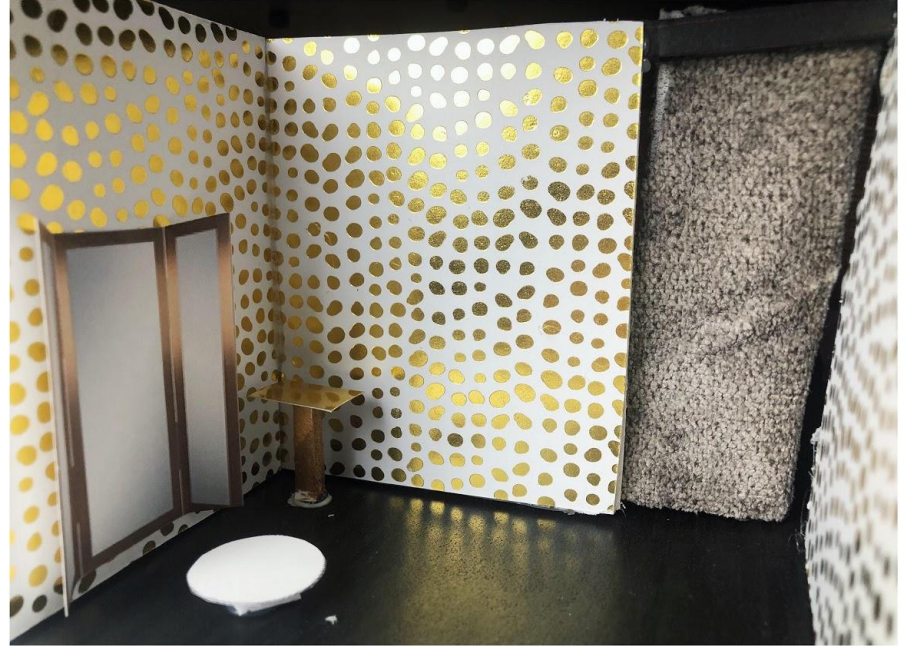
# MERCHANDISE MIX

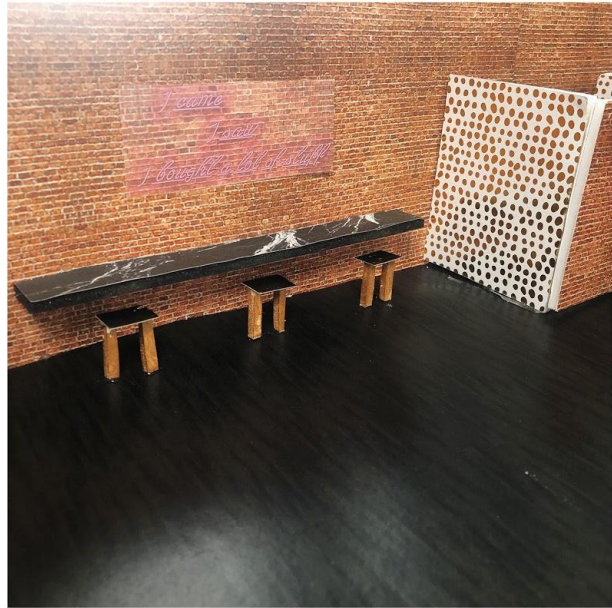


PHASE FIVE

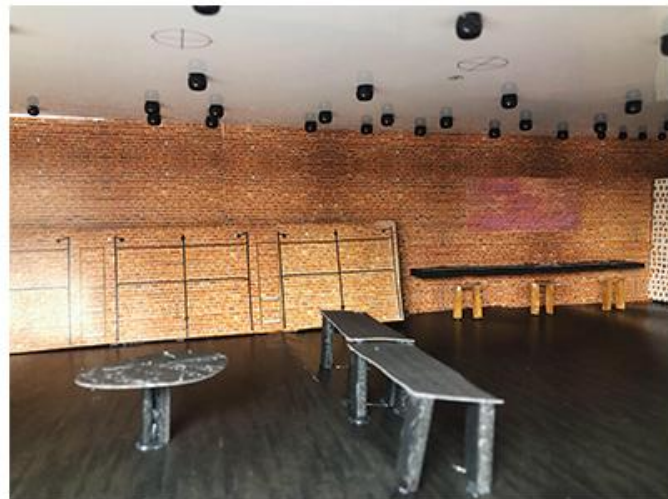
*scale model*









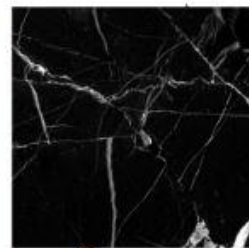


# POSY'S

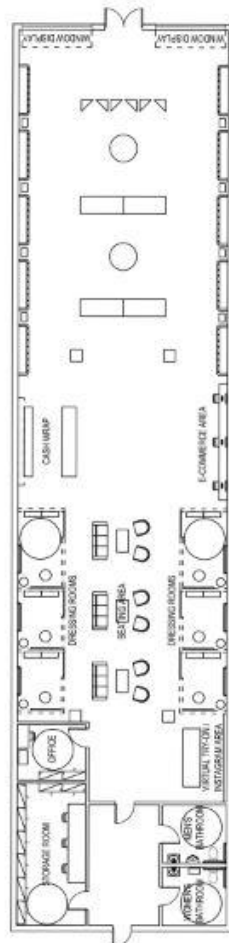
*high point*



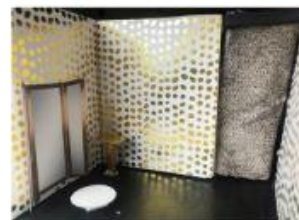
RENDERED STOREFRONT



FINISHES



FLOOR PLAN



SCALE MODEL PHOTOS





HOLIDAY WINDOW DISPLAY



SALE WINDOW DISPLAY



SUMMER WINDOW DISPLAY



CLEARANCE POP

PAIGE KNICHEL



BACK-TO-SCHOOL POP



HALLOWEEN POP