Visual merchandising software for the fashion industry

An introduction to Visual Retailing

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

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

Why Mockshop?

- 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!

Mockshop
Speak Visual

Store & space planning

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Fixture level planograms

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Merchandising planograms

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Automatic updating

Planograms update automatically when fixtures are merchandised

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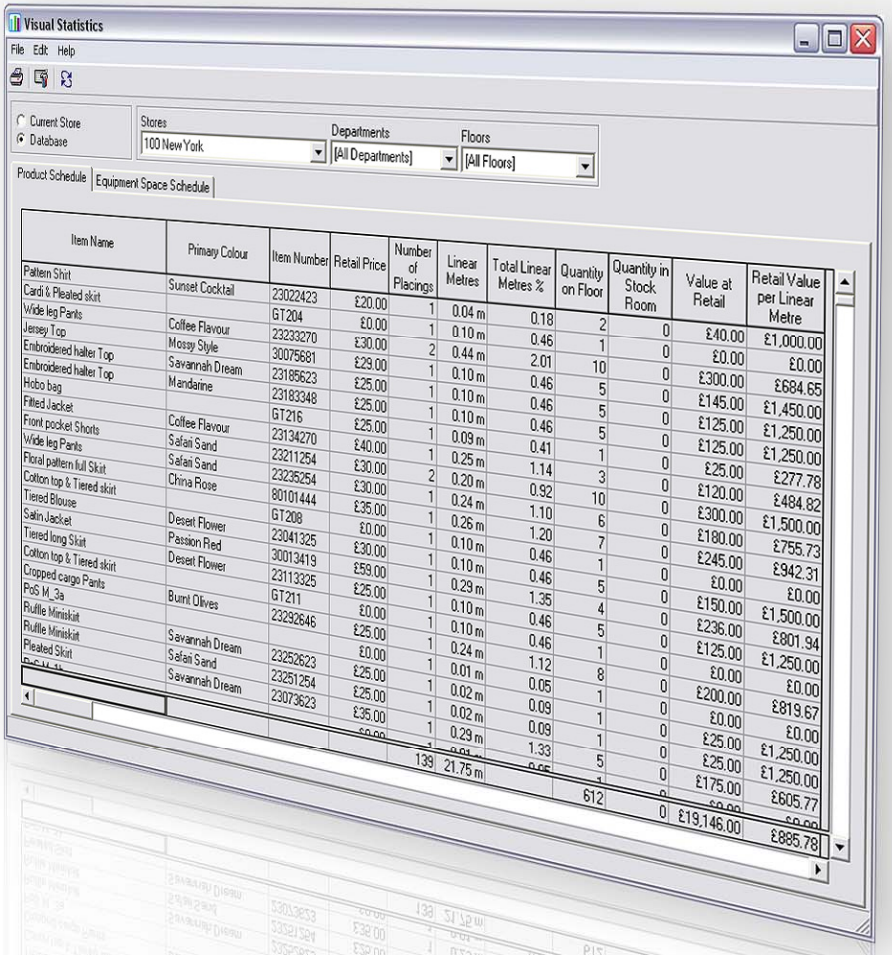
Complete schedules

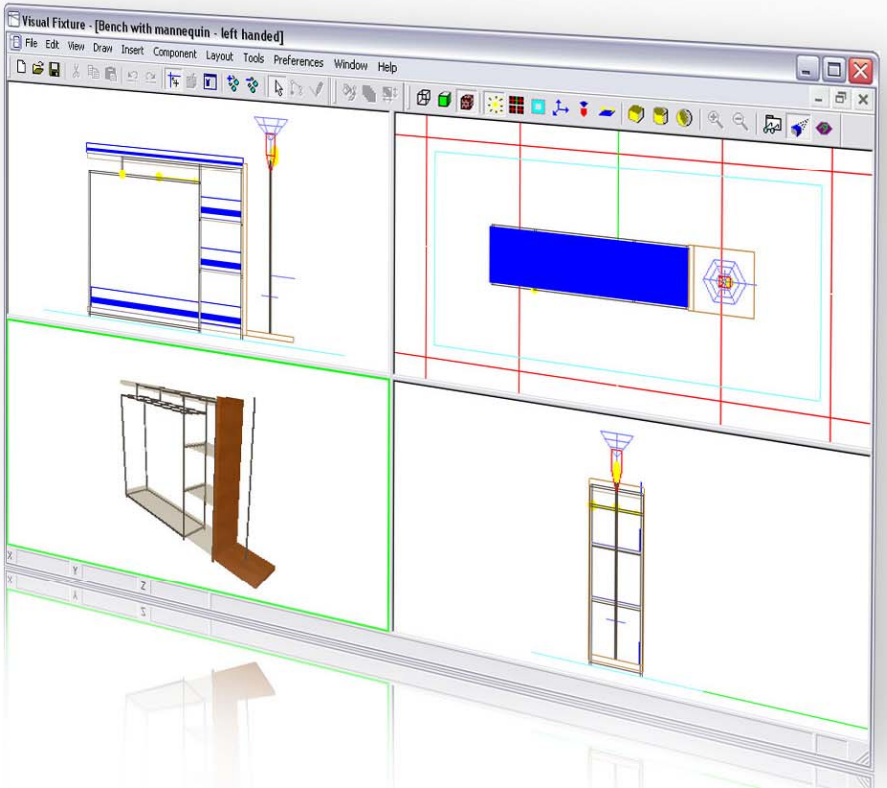
Automatically produces a full schedule of fixtures, graphics and merchandise complete with key quantities and ratios



Item Name	Primary Colour	Item Number	Retail Price	Number of Placings	Linear Metres	Total Linear Metres %	Quantity on Floor	Quantity in Stock Room	Value at Retail	Retail Value per Linear Metre
Pattern Shirt	Sunset Cocktail	23022423	£20.00	1	0.04 m	0.18	2	0	£40.00	£1,000.00
Cardi & Pleated skirt		GT204	£0.00	1	0.10 m	0.46	1	0	£0.00	£0.00
Wide leg Pants	Coffee Flavour	23233270	£30.00	2	0.44 m	2.01	10	0	£300.00	£684.65
Jersey Top	Mossy Style	30075681	£29.00	1	0.10 m	0.46	5	0	£145.00	£1,450.00
Embroidered halter Top	Savannah Dream	23185623	£25.00	1	0.10 m	0.46	5	0	£125.00	£1,250.00
Embroidered halter Top	Mandarine	23183348	£25.00	1	0.10 m	0.46	5	0	£125.00	£1,250.00
Hobo bag		GT216	£25.00	1	0.09 m	0.41	1	0	£25.00	£277.78
Fitted Jacket	Coffee Flavour	23134270	£40.00	1	0.25 m	1.14	3	0	£120.00	£484.82
Front pocket Shorts	Safari Sand	23211254	£30.00	2	0.20 m	0.92	10	0	£300.00	£1,500.00
Wide leg Pants	Safari Sand	23235254	£30.00	1	0.24 m	1.10	6	0	£180.00	£755.73
Floral pattern full Skirt	China Rose	80101444	£35.00	1	0.26 m	1.20	7	0	£245.00	£942.31
Cotton top & Tiered skirt		GT208	£0.00	1	0.10 m	0.46	1	0	£0.00	£0.00
Tiered Blouse	Desert Flower	23041325	£30.00	1	0.29 m	1.35	5	0	£150.00	£1,500.00
Satin Jacket	Passion Red	30013419	£59.00	1	0.10 m	0.46	4	0	£236.00	£801.94
Tiered long Skirt	Desert Flower	23113325	£25.00	1	0.10 m	0.46	5	0	£125.00	£1,250.00
Cotton top & Tiered skirt		GT211	£0.00	1	0.24 m	1.12	1	0	£0.00	£0.00
Cropped cargo Pants	Burnt Olives	23292646	£25.00	1	0.01 m	0.05	8	0	£200.00	£819.67
PoS M_3a			£0.00	1	0.02 m	0.09	1	0	£0.00	£0.00
Ruffle Miniskirt			£25.00	1	0.02 m	0.09	1	0	£25.00	£1,250.00
Ruffle Miniskirt	Savannah Dream	23252623	£0.00	1	0.29 m	1.33	5	0	£25.00	£1,250.00
Pleated Skirt	Safari Sand	23251254	£25.00	1			1	0	£175.00	£605.77
	Savannah Dream	23073623	£25.00	1						
			£35.00	1						
				139	21.75 m		612	0	£19,146.00	£885.78

Mockshop
Speak Visual

Built in fixture tool



Benefits of Mockshop

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

Benefits of Mockshop

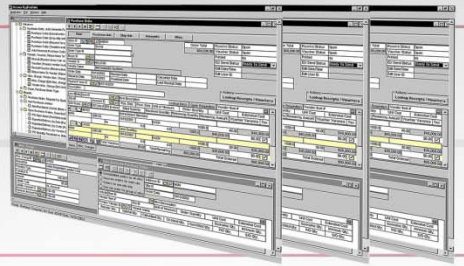
- Significant labour savings
- Consistent brand identity
- Better buying strategies

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

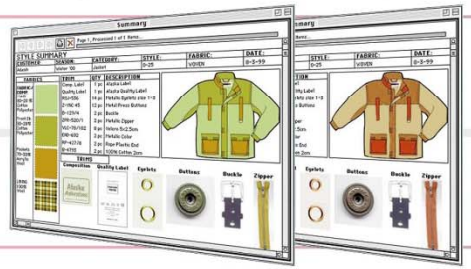
Pulling it all together

MMS



Physical Samples

PDM



vSampleroom

Sampleroom
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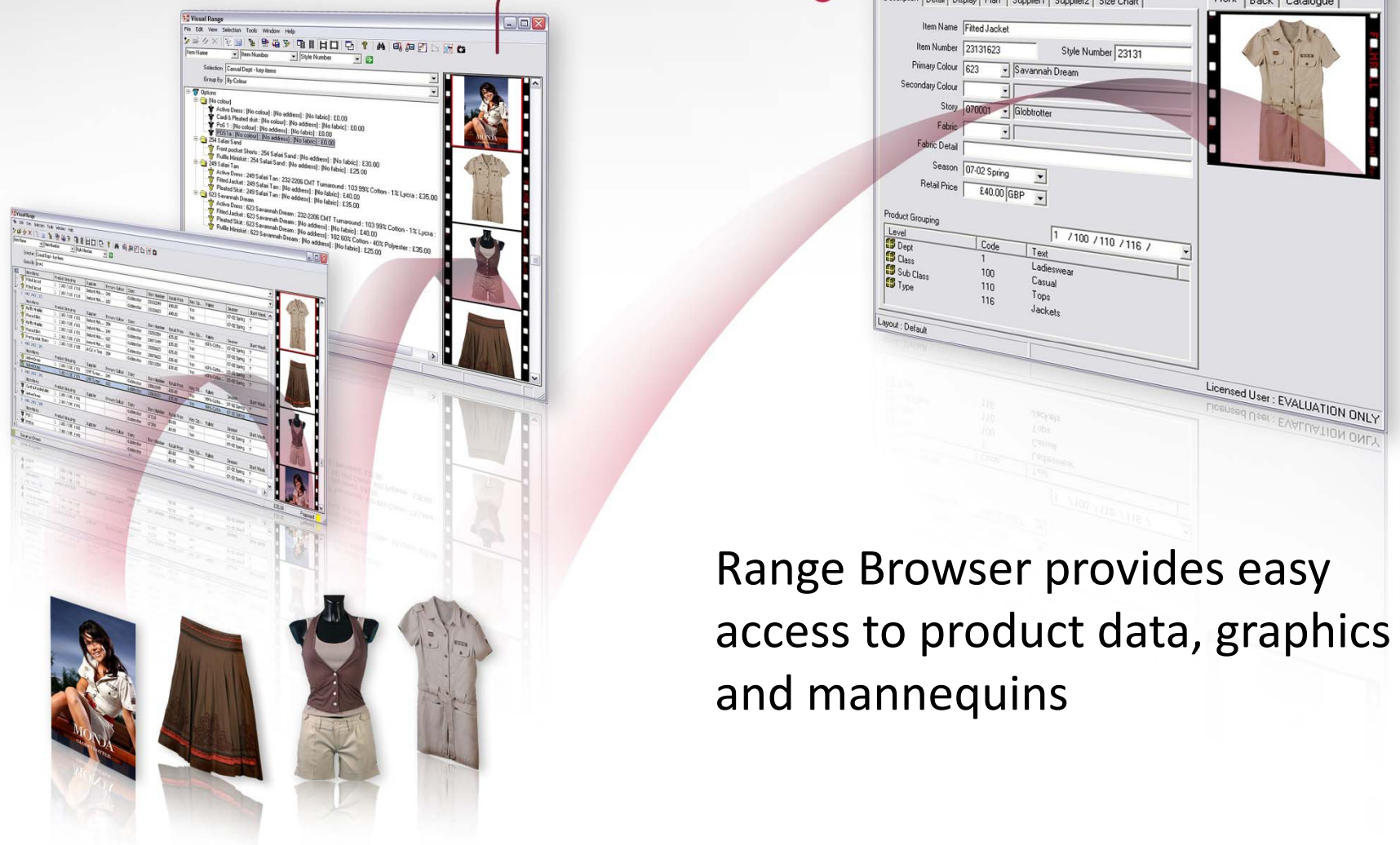
Visual database

At the heart of Sampleroom is a visual database

Range browser



Range Browser provides easy access to product data, graphics and mannequins

Grid view

Grid View provides a familiar spreadsheet style interface for rapid data analysis, entry and maintenance

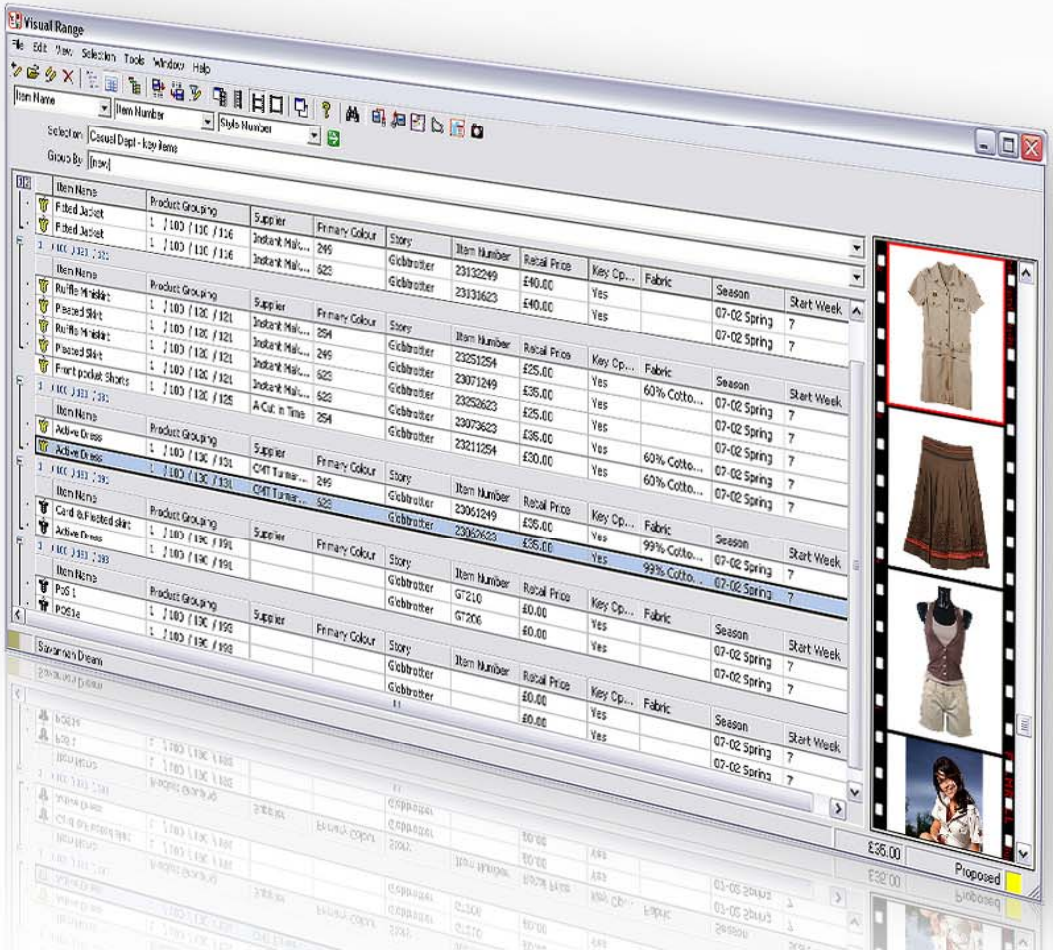
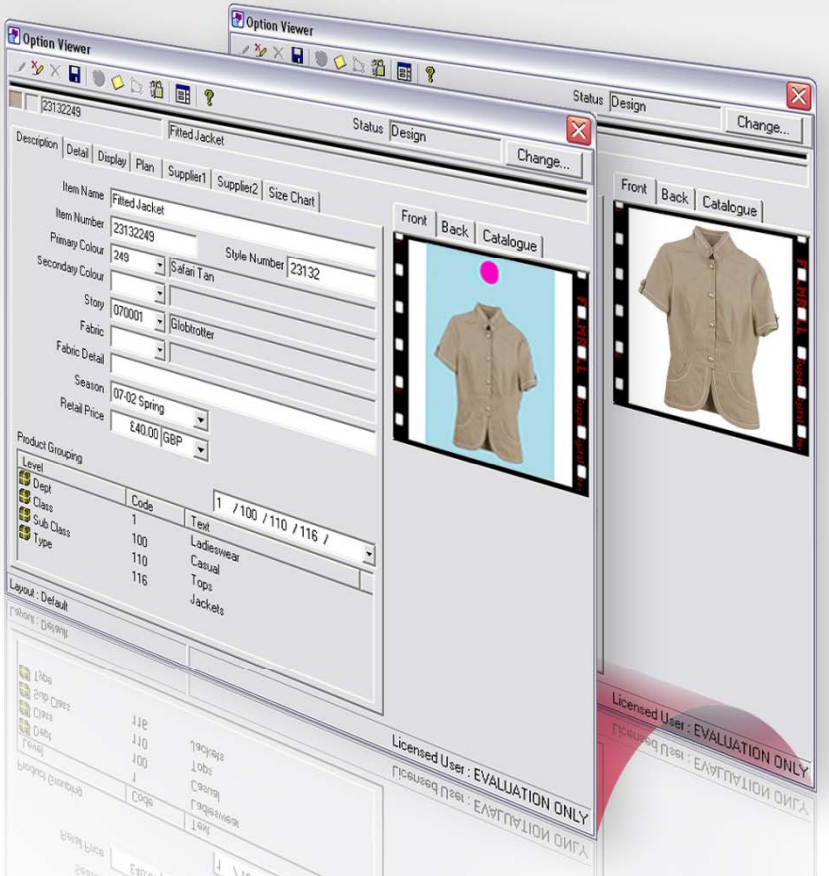


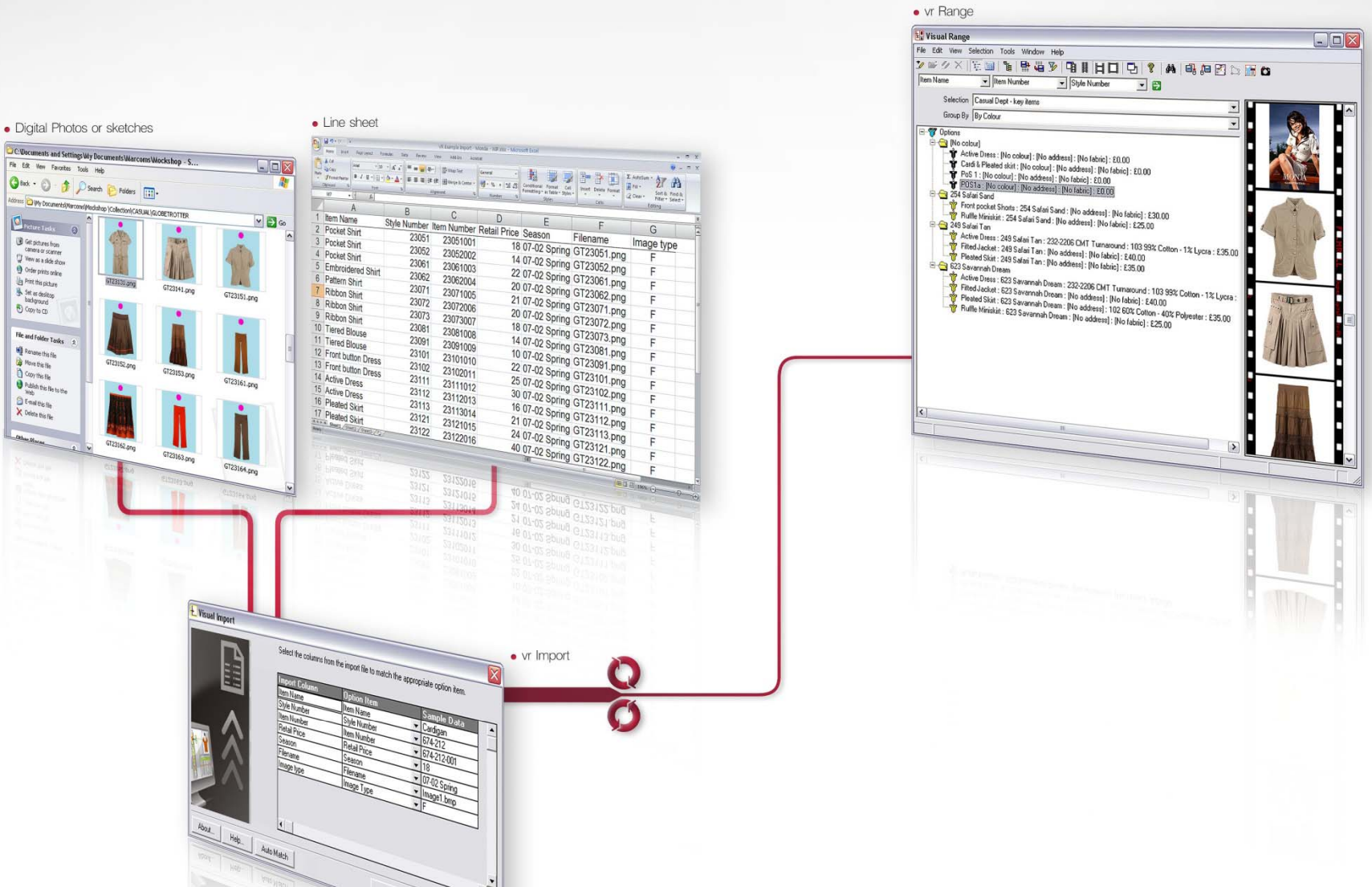
Image processing

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

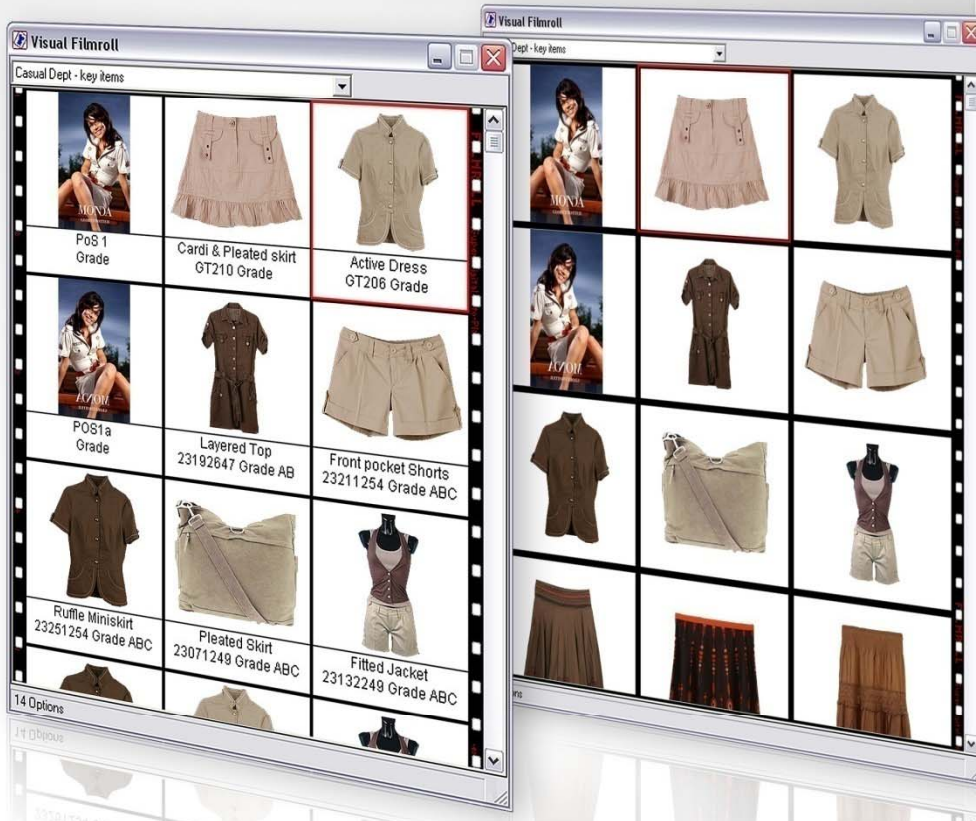


Ability to change colours

Data importing



Filmroll



Rapid visualisation of product ranges

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Storyboarding

Storyboards that automatically update

Visual analysis

Visual slicing and dicing of the range

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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

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Users & experiences

VF Europe

“Mockshop stands out from the crowd with its state-of-the-art technology.”

Lucien Smet, CIO, VF Europe

René Lezard

“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

O’Neill Europe

“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

K & L Ruppert

“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