



Visual merchandising software for the fashion industry

An introduction to Visual Retailing



VisualRetailing

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



- 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



Mockshop
Speak Visual

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



Mockshop
Speak Visual

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



Mockshop
Speak Visual

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





Mockshop
Speak Visual

Fixture level planograms





Mockshop
Speak Visual

Merchandising planograms





Mockshop
Speak Visual

Automatic updating

Planograms update automatically
when fixtures are merchandised





Mockshop
Speak Visual

Complete schedules

COMBING 20UGANIG2

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

Visual Statistics

File Edit Help

Current Store: Database
Stores: 100 New York
Departments: [All Departments]
Floors: [All Floors]

Product Schedule | Equipment Space Schedule

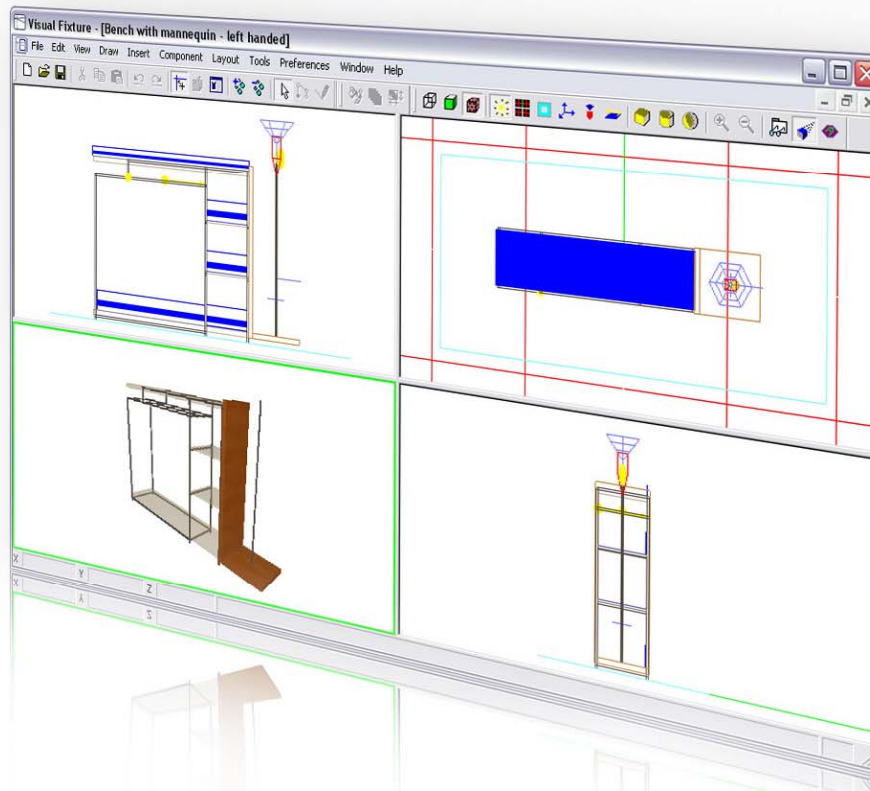
Item Name	Primary Colour	Item Number	Retail Price	Number of Placings	Linear Metres	Total Linear Metres %	Quantity on Floor	Quantity in Stock Room	Value at Retail	Retail Value per Linear Metre
Platen Shirt										
Cardi & Pleated skirt	Sunset Cocktail	23022423	£20.00	1	0.04 m	0.18	2	0	£40.00	£1,000.00
Wide leg Pants	Coffee Flavour	GT204	£0.00	1	0.10 m	0.46	1	0	£0.00	£0.00
Jersey Top	Mossy Style	23233270	£30.00	2	0.44 m	2.01	10	0	£300.00	£684.65
Embroidered halter Top	Savannah Dream	30075681	£29.00	1	0.10 m	0.46	5	0	£145.00	£1,450.00
Embroidered halter Top	Mandarine	23185623	£25.00	1	0.10 m	0.46	5	0	£125.00	£1,250.00
Hobo bag		23183348	£25.00	1	0.10 m	0.46	5	0	£125.00	£1,250.00
Filled Jacket	Coffee Flavour	GT216	£25.00	1	0.10 m	0.46	5	0	£125.00	£1,250.00
Front pocket Shorts	Safari Sand	23134270	£40.00	1	0.09 m	0.41	1	0	£125.00	£1,250.00
Wide leg Pants	Safari Sand	23211254	£30.00	1	0.25 m	1.14	3	0	£25.00	£277.78
Floral pattern full Skirt	China Pose	23235254	£30.00	2	0.20 m	0.92	10	0	£120.00	£484.82
Cotton top & Tiered skirt		80101444	£30.00	1	0.24 m	1.10	6	0	£300.00	£1,500.00
Tiered Blouse	Desert Flower	GT208	£35.00	1	0.26 m	1.20	7	0	£180.00	£755.73
Satin Jacket	Passion Red	23041325	£0.00	1	0.10 m	0.46	1	0	£245.00	£942.31
Tiered long Skirt	Desert Flower	30013419	£30.00	1	0.10 m	0.46	5	0	£0.00	£0.00
Cotton top & Tiered skirt		23113325	£59.00	1	0.29 m	1.35	4	0	£150.00	£1,500.00
Cropped cargo Pants	Burnt Olives	GT211	£25.00	1	0.10 m	0.46	5	0	£236.00	£801.94
Pos M_3a		23232846	£0.00	1	0.10 m	0.46	5	0	£0.00	£1,250.00
Fluffle Miniskirt	Savannah Dream		£0.00	1	0.24 m	1.12	1	0	£0.00	£0.00
Fluffle Miniskirt	Safari Sand	23252623	£25.00	1	0.01 m	0.05	8	0	£200.00	£819.67
Pleated Skirt	Savannah Dream	23251254	£25.00	1	0.02 m	0.09	1	0	£0.00	£0.00
		23073623	£35.00	1	0.29 m	1.33	5	0	£25.00	£1,250.00
									£175.00	£605.77
									£0.00	£0.00
									£19,146.00	£865.78



Mockshop
Speak Visual

Built in fixture tool

BUILT IN FIXTURE TOOL





Mockshop
Speak Visual

Benefits of Mockshop

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



Mockshop
Speak Visual

Benefits of Mockshop

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



Sampleroom
Speak Visual

What is Sampleroom?

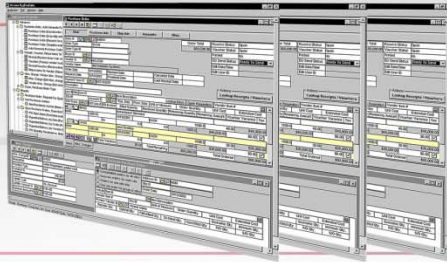
- An interactive visual database of merchandise
- Lets clients:
 - View and organise their entire ranges
 - Analyse their ranges
 - Produce storyboards and range books in minutes



Sampleroom
Speak Visual

Pulling it all together

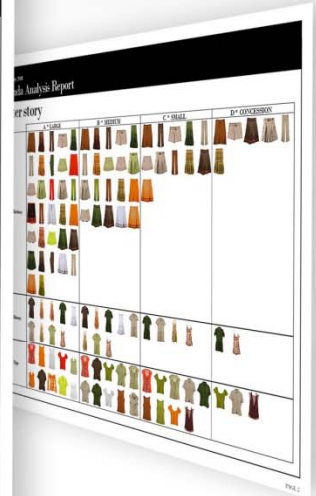
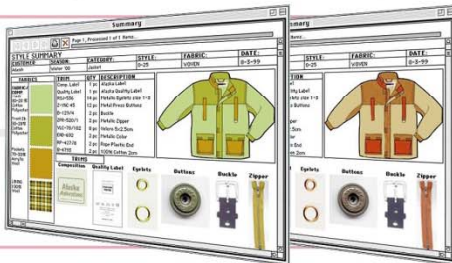
MMS



Physical Samples



PDM



vSampleroom



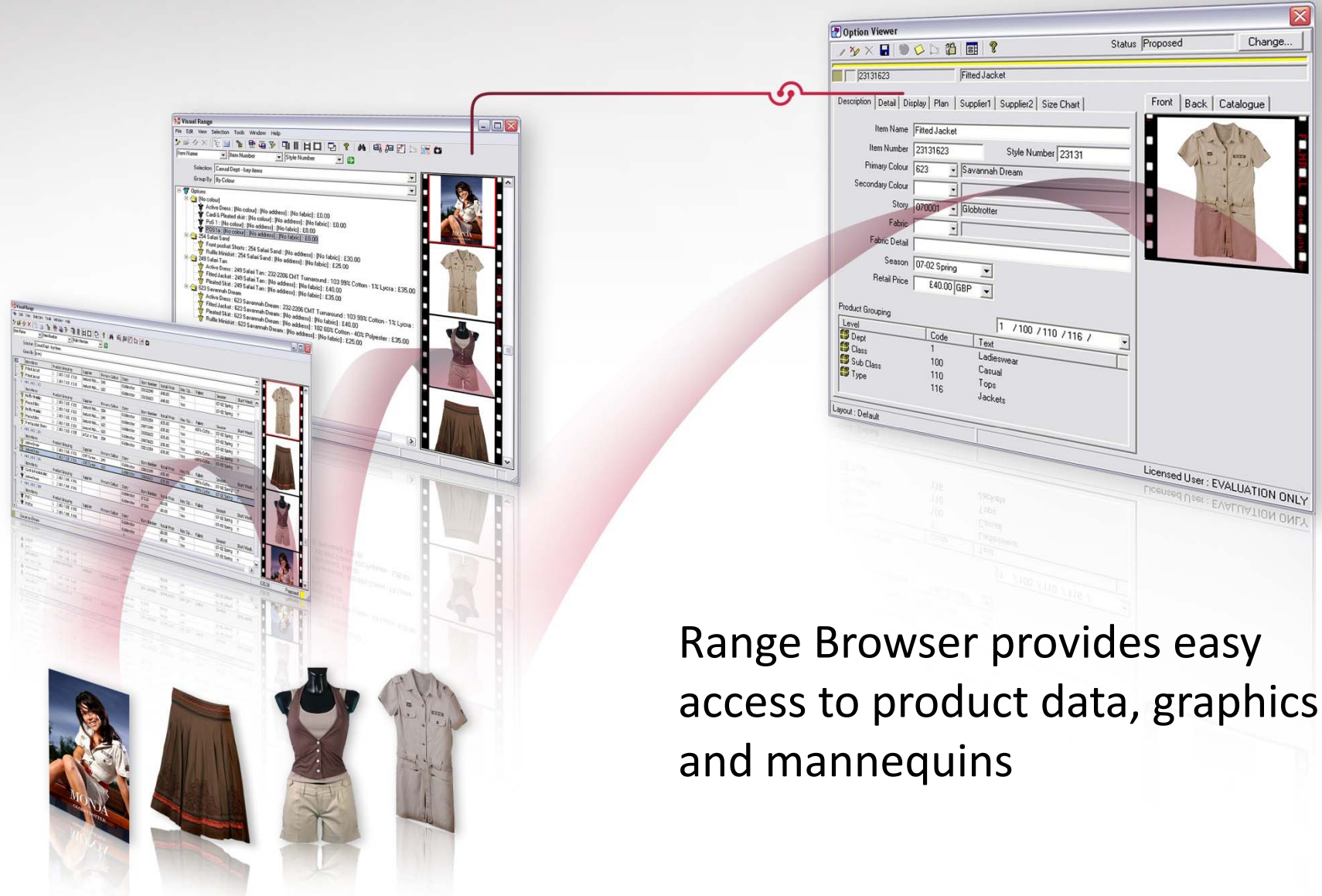
Sampleroom
Speak Visual

Visual database

At the heart of Sampleroom is a visual database



Range browser



The image displays the Range Browser software interface, which is used for managing and viewing product data. The interface is divided into several sections:

- Visual Range:** A window showing a list of items with columns for Item Name, Item Number, and Style Number. It includes a 'Selection' dropdown and a 'Group By' dropdown.
- Option Viewer:** A detailed view of a selected item, 'Fitted Jacket' (Item Number: 23131623, Style Number: 23131). It shows fields for Item Name, Item Number, Style Number, Primary Colour (623 Savannah Dream), Secondary Colour, Story (070001 Globtrotter), Fabric, Fabric Detail, Season (07-02 Spring), and Retail Price (£40.00 GBP). It also includes a 'Product Grouping' table.
- Product Images:** A vertical strip of images showing various clothing items, including a woman in a white shirt, a skirt, a vest, and a jacket.
- Mannequins:** A mannequin wearing a vest and shorts, and another mannequin wearing a jacket.

The 'Option Viewer' window also features a 'Description' tab, a 'Display' tab, and a 'Supplier' tab. It includes a 'Status' dropdown (Proposed) and a 'Change...' button. The interface is designed to provide easy access to product data, graphics, and mannequins.

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



Sampleroom
Speak Visual

Grid view

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

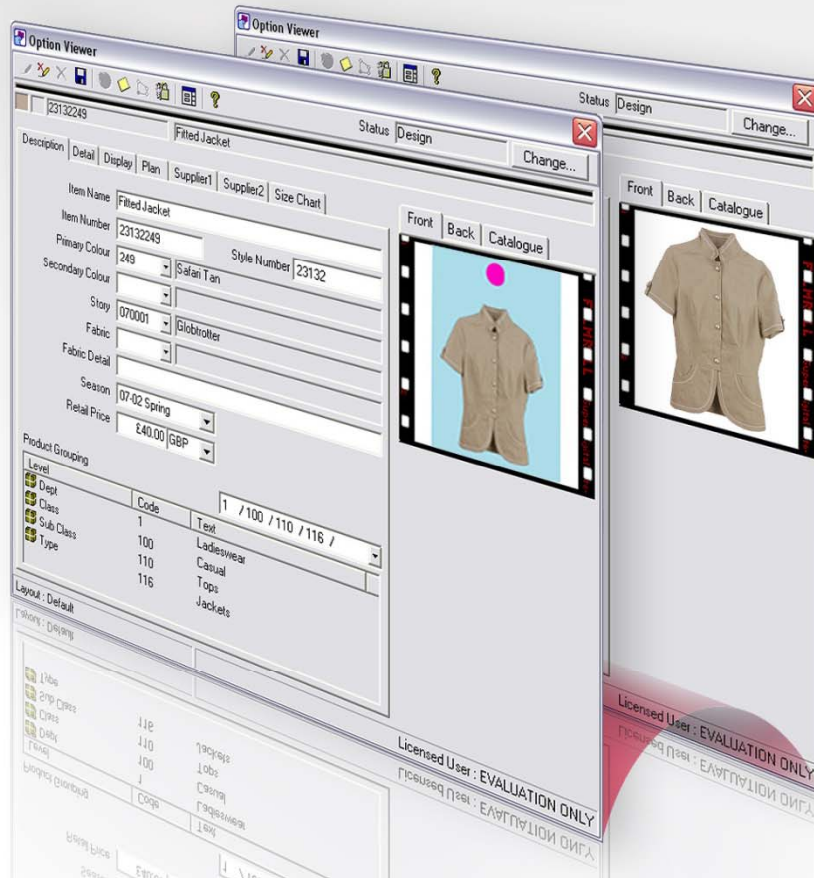
The screenshot shows the 'Visual Range' window of the Sampleroom software. The interface is designed to look like a spreadsheet, with a menu bar (File, Edit, View, Selection, Tools, Window, Help) and a toolbar. Below the toolbar, there are dropdown menus for 'Item Name' (set to 'Item Number'), 'Style Number', and 'Group By' (set to 'None'). The main area is a grid of data for clothing items. The columns include Item Name, Product Grouping, Supplier, Primary Colour, Story, Item Number, Retail Price, Key Cap..., Fabric, Season, and Start Week. A sidebar on the right shows a filmstrip of images for the selected item, including a jacket, a skirt, a vest, and a woman's photo. At the bottom right, there are price indicators: '£36.00' and 'Proposed'.

Item Name	Product Grouping	Supplier	Primary Colour	Story	Item Number	Retail Price	Key Cap...	Fabric	Season	Start Week
Fitted Jacket	1 / 103 / 130 / 116	Instant Mat...	249	Gelbrother	23132249	£40.00	Yes	Fabric	07-02 Spring	7
Fitted Jacket	1 / 103 / 130 / 116	Instant Mat...	623	Gelbrother	23133623	£40.00	Yes	Fabric	07-02 Spring	7
Waffle Mesh	1 / 103 / 130 / 121	Instant Mat...	294	Gelbrother	23251254	£25.00	Yes	Fabric	07-02 Spring	7
Placed Skirt	1 / 103 / 130 / 121	Instant Mat...	249	Gelbrother	23071249	£35.00	Yes	60% Cotto...	07-02 Spring	7
Waffle Mesh	1 / 103 / 130 / 121	Instant Mat...	623	Gelbrother	23252623	£25.00	Yes	Fabric	07-02 Spring	7
Placed Skirt	1 / 103 / 130 / 121	Instant Mat...	623	Gelbrother	23073623	£35.00	Yes	60% Cotto...	07-02 Spring	7
Front pocket shorts	1 / 103 / 130 / 125	A Cut in Time	254	Gelbrother	23073623	£35.00	Yes	60% Cotto...	07-02 Spring	7
Active Dress	1 / 103 / 130 / 131	GMT Turner...	249	Gelbrother	23061249	£35.00	Yes	99% Cotto...	07-02 Spring	7
Active Dress	1 / 103 / 130 / 131	GMT Turner...	623	Gelbrother	23062623	£35.00	Yes	99% Cotto...	07-02 Spring	7
Card & Padded slat	1 / 103 / 130 / 191			Gelbrother	G7210	£0.00	Yes	Fabric	07-02 Spring	7
Active Dress	1 / 103 / 130 / 191			Gelbrother	G7206	£0.00	Yes	Fabric	07-02 Spring	7
Pos 1	1 / 103 / 130 / 192			Gelbrother	11	£0.00	Yes	Fabric	07-02 Spring	7
Pos 2	1 / 103 / 130 / 192			Gelbrother	11	£0.00	Yes	Fabric	07-02 Spring	7



Image processing

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



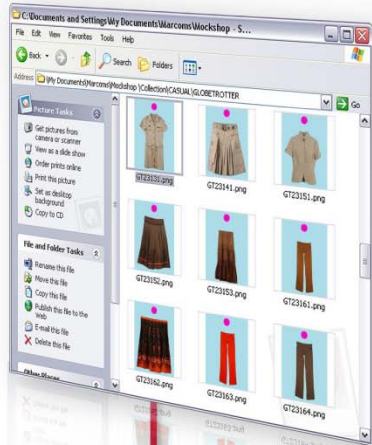
Ability to change colours





Data importing

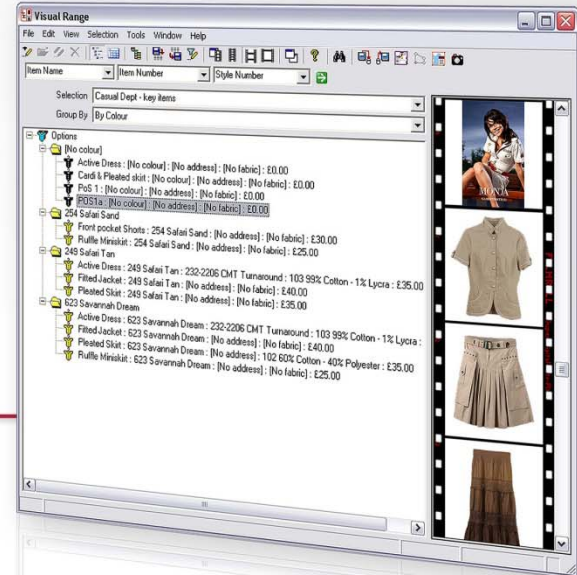
- Digital Photos or sketches



- Line sheet

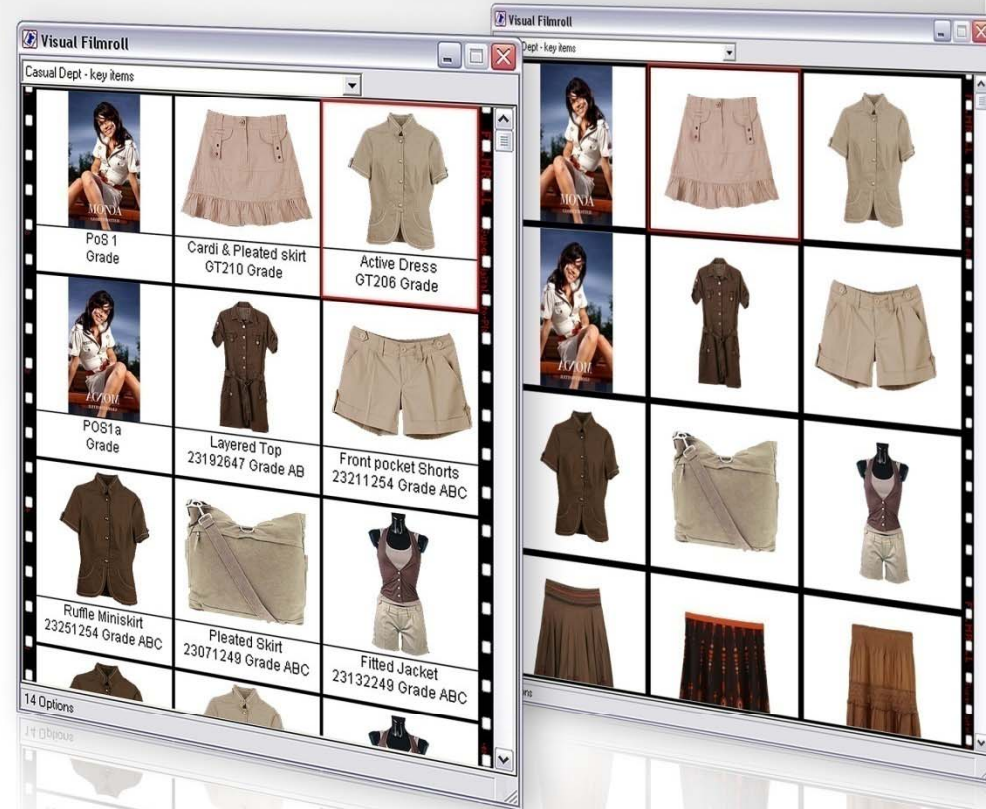
Item Name	Style Number	Item Number	Retail Price	Season	Filename	Image type
1 Pocket Shirt	23051	23051001		18 07-02 Spring	GT23051.png	F
2 Pocket Shirt	23052	23052002		14 07-02 Spring	GT23052.png	F
3 Pocket Shirt	23061	23061003		22 07-02 Spring	GT23061.png	F
4 Embroidered Shirt	23062	23062004		20 07-02 Spring	GT23062.png	F
5 Ribbon Shirt	23071	23071005		21 07-02 Spring	GT23071.png	F
6 Ribbon Shirt	23072	23072006		20 07-02 Spring	GT23072.png	F
7 Ribbon Shirt	23073	23073007		14 07-02 Spring	GT23073.png	F
8 Tied Blouse	23081	23081008		10 07-02 Spring	GT23081.png	F
9 Tied Blouse	23091	23091009		22 07-02 Spring	GT23091.png	F
10 Front button Dress	23101	23101010		25 07-02 Spring	GT23101.png	F
11 Front button Dress	23102	23102011		30 07-02 Spring	GT23102.png	F
12 Active Dress	23111	23111012		16 07-02 Spring	GT23111.png	F
13 Active Dress	23112	23112013		21 07-02 Spring	GT23112.png	F
14 Pleated Skirt	23121	23121014		24 07-02 Spring	GT23121.png	F
15 Pleated Skirt	23122	23122016		40 07-02 Spring	GT23122.png	F

- vr Range



- vr Import





Rapid visualisation of product ranges



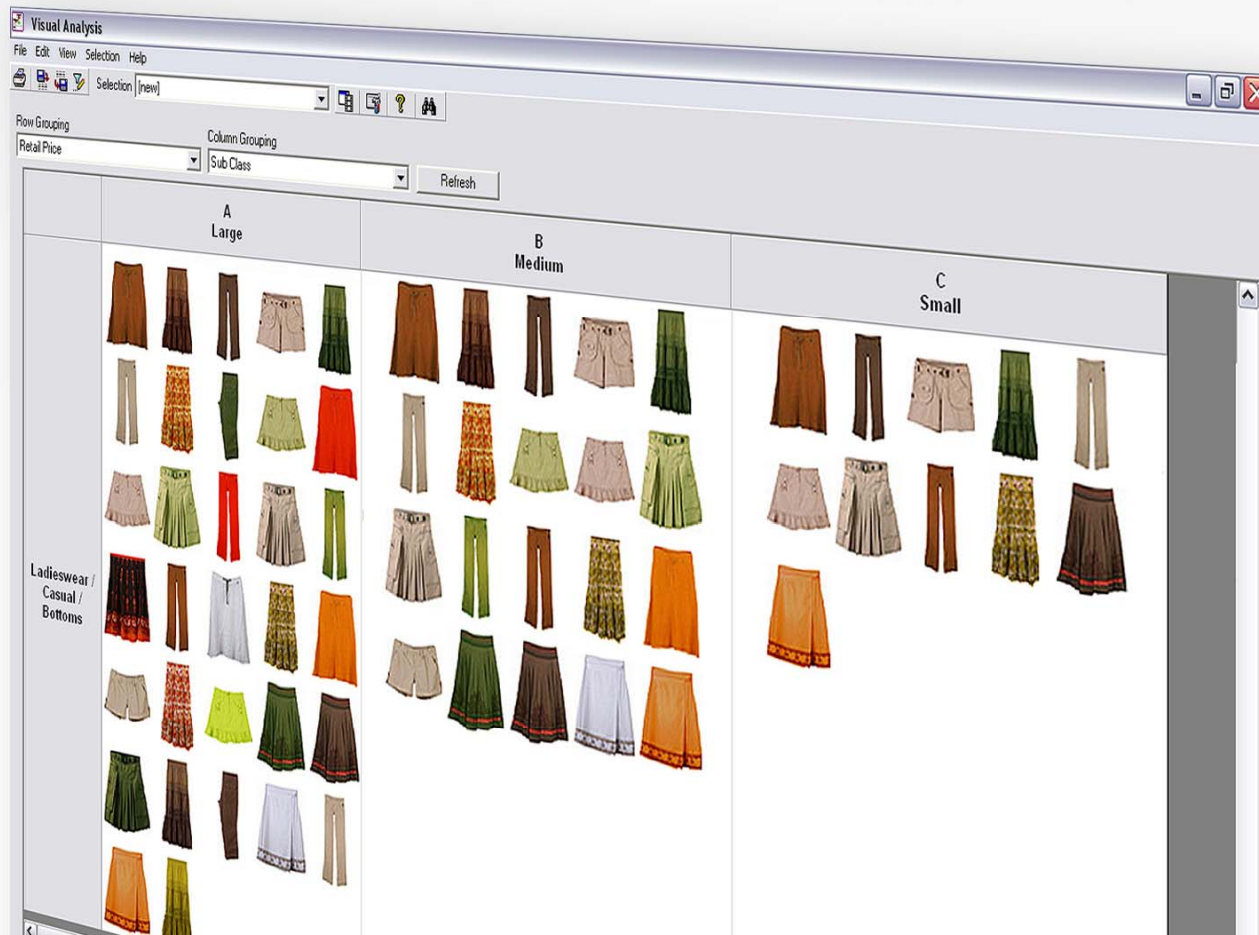
Sampleroom
Speak Visual

Storyboarding

Storyboards that automatically update



Visual slicing and dicing of the range

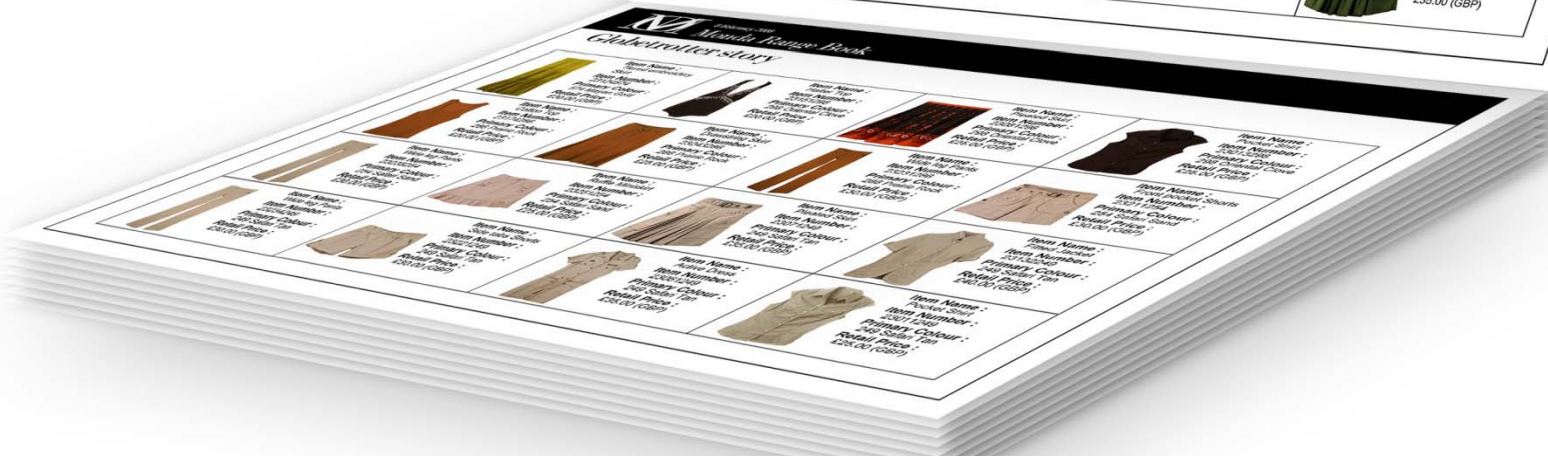
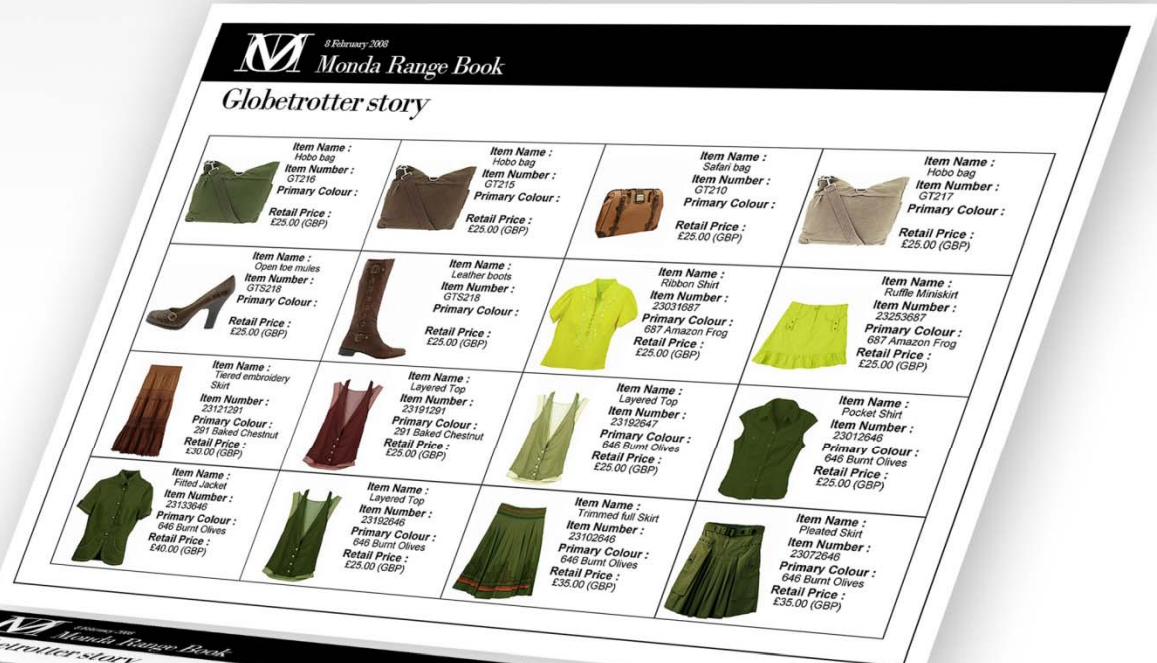




Sampleroom
Speak Visual

Visual reports

Range books &
delivery schedules
in minutes





Sampleroom
Speak Visual

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



VisualRetailing

Who's using Visual Retailing software?

www.visualretailing.com



VisualRetailing

Users & experiences

026L2 & 6xb6LI6UC62





VisualRetailing

VF Europe

AL ENLOBG

“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



VisualRetailing

O'Neill Europe

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



VisualRetailing

K & L Ruppert

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