

or escalator, going up stairs or down stairs, coming from or going to a dressing room or a restroom. From their approach, ask yourself if they can see all four sides of the display.

If so, check to see if the arrangement has a side that needs reconfiguration for clarity of display reading. What does the arrangement look like from the back view?

What does it look like from the left side and the right side? Check to see if the merchandise is better arranged in an upright position or laid down in a horizontal, “landscape” position for better clarity in display.

Your findings will determine if the merchandise is arranged too high or too low or too much at a right or left angle. You may need to tidy up the back view.

**Customer Eye Level.** Eye level is that point even with the eye of a given person at a given time.

To find the customer’s eye level, work it yourself. Analyze your arrangement while standing.

Sit down on a chair and look at the display arrangement. This is the eye level of people seated.

They may be waiting on another to complete his or her shopping or try on merchandise, perhaps. They may be in a wheelchair.

Kneel down and find the eye level of a small person or a toddler. Take care of any danger that may be lurking at the eye level of a child, especially one seated in a stroller.

Viewing your store at eye level provides clues to possible necessary changes in overall store planning and design. The goal to display arrangements is to find a median eye level for each display.

Build all arrangement patterns within that display around that level. To avoid monotony in the whole store layout, use a variety of levels, planes and angles in your displays’ arrangement patterns.



↑ A unique display, such as this pyramid of grooming brushes, will catch the eye of shoppers.

## Arrangement Patterns

Traditionally, display techniques have involved four general patterns: step, pyramid, arc or fan and zig-zag. These four patterns have stood the test of time.

In the classic sense, they are always going to provide ease in arranging. Any one of them used alone or combined provides different choices.

**Step.** Imagine a staircase facing you, and build your display as if you were setting the merchandise on the stairs in front of you. You will need to use risers for elevation.

Elevation can be provided by shelving, boxes, pedestals, tables and other furnishings and fixtures used as props. This linear arrangement of both horizontal and vertical height moves the eye of the viewer back and forth and up and down.

**u-nique** *adj.* **1.** one and only; single; sole [*a unique specimen*]. **2.** having no like or equal; unparalleled [*a unique achievement*]. **3.** highly unusual, extraordinary, rare.

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