

Display Content

Display content is the arrangement of merchandise in unit groupings and/or related groupings. It is determined by the design features of the merchandise chosen for display.

By placing merchandise in related groupings, an opportunity for multiple-unit sales naturally presents itself.

Design features are those characteristics of the merchandise that involve its parts. These include materials used in packaging and/or design, such as fabric or fiber content, shape, form, color, texture and pattern.

Unit Groupings. This arrangement places items of similar or identical features together and places emphasis on their similarities or identical aspects. For example, a unit grouping of hats might include three brown felt hats and two black leather hats.

You might group together four white hats and five brown hats. They are all hats.

You may also decide to group them all together by emphasizing just one color. For ease of shopping, arranging groups according to size is the most common unit grouping for display.

Related Groupings. Related groupings are similar to unit groupings, but the change in this arrangement is dependent on the multiple coordinating items added to the display. Using our example of three brown felt hats and two black leather hats, add a black leather saddle with silver detailing and a brown leather belt with silver detailing to the arrangement.

This results in a simultaneous relationship of unity within the grouping. The merchandise items are both related and unified by their similar design features of color, material, shape and round, curvilinear form.

Displaying in related groupings is an excellent method for suggestive selling. By placing merchandise in related groupings, an opportunity for multiple-unit sales naturally presents itself.



Grouping riding underwear with Anti Monkey Butt Powder seemed like a natural for a themed display for the staff at St. Croix Saddlery in White Bear Lake, Minn.

Boot manufacturers are making it easier than ever to work color into your displays.

