




SCS STAFF
 And their horse
 woman says: "Most of
 my best to give
 breeches. Men can
 teeth and short
 all day

Using odd numbers of items within group arrangements also breaks monotony and creates interest.

Still using the same example of hats, saddle and belt, add a brightly colored pair of boots with complex patterned detailing and a plain yet brightly colored blanket to the mix, and you have a great related grouping of items that coordinate and appeal to the eye.

The content of any display should not be so complex in its arrangement that customer handling becomes intimidating. Sometimes, I am reluctant to touch the merchandise.

So perfectly arranged, I am afraid to "mess it up" or disrupt the whole display. Other times, I have been in fear of knocking something over or breaking an object if I try to reach for a piece of desired merchandise displayed in a complicated, overly designed, too tightly arranged pattern.

Even though studies show that if it is not on display, the customer assumes you do not have it in the store, sales potential does not exclusively depend upon the number of products or quantity of merchandise shown. How one arranges the merchandise is more important. 



Ebony & Ivory

Handbag shown is #4820317

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