

Eco-Friendly Merchandise

Now a day eco-friendly, earth friendly, biodegradable and recyclable - these are all words that have become a part of our daily lives, with eco boutiques gaining major popularity, we are now seeing a movement in the fashion industry to take steps in making commonly used items more earth friendly. At this movement has been going on for a while now, but has recently gained notice with companies creating shopping bags, using dyes, fabrics and now even hangers that are good for the planet. The waterfall fixture displays - these wall mounted store fixtures are slanted forward to give merchandise a waterfall effect. Readily available with hooks or decorative stop knobs to evenly space items, tops, dresses, coats and even handbags display well on these fixtures. The straight arm fixture displays - a straight wall mounted store fixture giving a full frontal view of merchandise. These are used to display feature merchandise, color coordinates or to showcase an individual designer. There are store fixtures used to feature smaller quantities of key and trend merchandise or to highlight the newest and highly sought after items, and also used to showcase single designers pieces. Twin way racks and four way racks are key selling tools and should be merchandised and updated weekly. All these racks are usually small enough to move around a retail area - a wheel base allows easy movement for repositioning throughout a store without having to do a complete floor move.

Paired different coordinates on these displays, which encourage multiple sales, always try merchandise pants on the straight arms to accommodate the different leg lengths. The traditional mannequins constantly evolve to reflect changing times, the competitive world of retail has encouraged boutique and store owners to seek out store fixtures that set their image apart from the rest, creating an environment that is appealing and unique to consumers. And with a variety of alternative displays now available on the market, designing or updating a store has allowed retailers to actively create their own retail brand image and stay ahead of today's fast changing fashion trends. The mannequins as displays give the consumer a first-hand look as to how the items featured will look on, and the type of mannequin used is equally as important as the clothing displayed. Simple wrought iron mannequins are a great alternative display, they not only are conversation pieces, but are also visually appealing and functional. All this is a look that is both modern and vintage. All displays offer a visual glance into a stores image. First of the most important store fixtures a retailer has to consider, is the display table, this is usually the first display of merchandise a consumer will come into contact with, which makes it a great area for impulse shopping.

About the Author

Savey Bakarne is a professional retail display specialist and teaches store owners how to gain profits from utilizing the proper [Custom Retail Store Displays](#).

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