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Tony Morgan es profesor de visual merchandising en el London College of Fashion y es director del departamento de visual merchandising en la Fashion Retail Academy en Londres. Trabajó durante 18 años para Selfridges donde fue director de visual merchandising y actualmente dirige su consultoría, especializada en espacios comerciales.

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Philip Green's Arcadia Fashion Academy. He worked as Head of Visual Merchandising at Selfridges for 18 years, where he travelled the world examining their different store concepts. He is the author of Visual Merchandising: Window and in-store displays for retail.

Window Display: New Visual Merchandising: Amazon.co.uk ...

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A great introduction for retail students, this book offers a user-friendly reference guide to all aspects of visual merchandising and covers both window dressing and in-store areas. Using examples from a range of shops, from fashion emporia to small outlets, the book offers practical advice on the subject, supported by hints and tips from established visual

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merchandisers. It reveals the secrets of their toolkit and information on the use of mannequins, the latest technology and how to construct and source props, and explains the psychology behind shopping and buyer behaviour. This new edition contains two new case studies, updated images and new material on digital and interactive visual merchandising. Visual Merchandising is presented through colour photographs, diagrams of floor layouts and store case studies, and includes invaluable information such as a glossary of terms used in the industry.

A collection of international contributions from renowned academics and practitioners from the US, UK, China, the second edition of Fashion Marketing has been completely updated, revised and expanded to reflect the major changes in the fashion industry since 2001 and covers all of the key themes and issues of the area. Key themes and areas covered include globalization, fast fashion, luxury fashion, offshoring, business-to-business, forecasting, sourcing, supply chain management, new product development, design management, logistics, range planning, color prediction, market testing, e-commerce, and strategy.

The creative and science-driven design of the point of sale has become a crucial success factor for both retailers and service businesses. In the newly revised and expanded edition of this book, you will learn some of the shopper marketing secrets from the authors about how you can design your store to increase sales and delight shoppers at the same time. By the time you are through reading, you will have learned how shoppers navigate the store, how they search for products, and how you can make them find the products you want them to

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see. You will also be able to appeal to shopper emotions through the use of colors, scents, and music, as well as make shopping memorable and fun by creating unique experiences for your shoppers. The focus is on the practical applicability of the concepts discussed, and this accessible book is firmly grounded in consumer and psychological research. At the end of each chapter, you will find several takeaway points. The book concludes with the “ Store Design Cookbook, ” full of ready-to-serve recipes for your own store design and visual merchandising process.

Write well. Live well. The practice of creative writing - being expressive, exploring ideas, crafting words, shaping stories - can deepen your appreciation of life and enhance your wellbeing. With 100 inspiring prompts, insights and exercises specially devised by an award-winning author and creative writing teacher, discover how to write well - and thrive. This comprehensive guide to visual merchandising covers both window dressing and in-store design, as well as all the other elements, real or virtual, used to enhance the contemporary retail experience. Featuring a range of shops, from fashion emporia such as Selfridges, Printemps, and Bergdorf Goodman to small outlets, the book offers practical advice, supported by tips from the most inspiring visual merchandisers and creative directors across the world. It reveals the secrets of their profession and all there is to know about the latest technology, mannequins, props etc. It also examines the psychology and ever-changing trends behind consumer behaviour. Visual merchandising is presented through lavish color photographs, diagrams of floor layouts and store case studies, and includes invaluable information such as a glossary of terms used in the industry.

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When Avent announced that he was quitting his job to build a specialty nursery, his former horticulture professor begged his student to reconsider, telling him he couldn't possibly make a profit "without doing something illegal." More than ten years and 20 nursery catalogs later, Avent owns a thriving national business with nearly 30 employees. He wrote *So You Want to Start a Nursery* to debunk myths about the ornamental-plants nursery business and what it takes to succeed, whether you're a backyard hobbyist or a wholesale grower. (And he still has a clean arrest record.) Assuming that the reader has some basic knowledge about how plants are grown, Avent focuses on the business and planning concerns of the nursery owner. While recounting humorous stories of his baptism by fire as a beginning nurseryman, Avent also provides a primer on the nursery industry as a whole, with discussions of the merits and disadvantages of retail, wholesale, mail-order, and liner operations, to name just a few. Readers of this book will obtain the tools they need to make a business plan of their own. This book is a must-read for horticulture students, industry insiders, and advanced gardeners who dream of turning their passion for plants into a job they love.

A great introduction for retail students, this book offers a user-friendly reference guide to all aspects of visual merchandising and covers both window dressing and in-store areas. Using examples from a range of stores from fashion emporia to supermarkets, the book offers practical advice on the subject, supported by hints and tips from established visual merchandisers. It reveals the secrets of their tool kit, and information on the use of mannequins, the latest technology, how to construct and source props, and explains the

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psychology behind shopping and buyer behavior. Presented through color photographs, diagrams of floor layouts, and store case studies, and including invaluable information such as a glossary of terms used in the industry, Visual Merchandising is an essential handbook for anyone working in and learning about this exciting area.

This all-inclusive approach to best practices in visual merchandising includes a new "Creative Challenge" chapter feature offering experiential tools to deepen students' understanding of the material, plus full-page color photographs of the latest retail concept stores.

Innovation and novel leadership strategies have aided the successful growth of the fashion industry around the globe. However, as the dynamics of the industry are constantly changing, a deficit can emerge in the overall comprehension of industry strategies and practices. The Handbook of Research on Global Fashion Management and Merchandising explores the various facets of effective management procedures within the fashion industry. Featuring research on entrepreneurship, operations management, marketing, business modeling, and fashion technology, this publication is an extensive reference source for practitioners, academics, researchers, and students interested in the dynamics of the fashion industry.

Revised edition of Visual merchandising and display, c2012.

This best-selling text is for anyone in merchandising from store planners and manufacturers to visual merchandisers. Pegler zeroes in on all aspects of visual merchandising and display,

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from classic techniques to the most avant-garde developments. Using hundreds of textual and visual examples, the author reveals how to add interest to window and interior displays, optimizing the retailer's image and the target market.

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