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Here are the finest examples of in-store visual merchandising--displays that show how creative design, architecture, lighting, fixture choice, and merchandise presentation can turn selling space into sales. Store Presentation and Design No.2 illustrates exactly how store design, visual merchandising, and display have become closely interrelated, and it keeps designers abreast of the latest trends in materials, fixtures, lighting, interior design, store layout, props, and signage. The store itself is the most effective salesperson--learn to use merchandising to showcase merchandise, project the store's image, entice the customer to buy, and create a customer's most lasting impression.

About the Author

The advisory board of the Retail Design and Visual Presentation is a veritable who's who of the store presentation and design world: Stephen Allen of Pucci, Rick Brown of Parisian, Mary Constantini of Daffy's, Sal Lenko of Saks Fifth Avenue, Rick Schlenther of Carson Pirie Scott, Brian Preussker of Macy's West, and Gilbert Vanderweide of Henri Bendel.