

Given the current situation with Covid 19, many retailers will be struggling to re-establish themselves. Retailers, whether independent or store groups, will need professional advice to attract new customers and promote a safe and enjoyable experience for their customers. **The BDS has this wealth of information to offer.**

## 10 Top Tips to help retailers

1. Plan the re-opening windows displays. This is a time to celebrate the return of retail and welcome customers back.
2. Re-plan store layouts by moving fixtures to help create social distancing. A new layout should also entice and entertain the customer as they journey around the store.
3. Refresh your store by giving it a fresh coat of paint. Colour makes a strong statement, particularly if you are creating a feature wall with either paint or wallpaper.
4. Communicate through signage the importance of a one-way system while keeping 2 metres apart.
5. Have sanitizer, disposable towels, rubbish bins nearby and most importantly, encourage and motivate staff to adhere to this.
6. Where social distancing is not possible at the check-out counter, install acrylic protection screens.
7. If the shop is a home accessories or fashion retailer, make, sell or give away face masks that go with the shops style sense.
8. Create focal points around your store. This ideal for those "pick-up lines" for additional revenue.
9. Take the opportunity to remind customers that shopping can be done online and what services you offer e.g. click and collect, delivery etc
10. You might be quite surprised to find out how inexpensive it is to hire a Visual Merchandiser. They will be able to advise on you on Store Layout, Window Concepts, Product Presentation and they will be able to create VM Guidelines to help train your staff. VM is not always about being creative, it is being commercially minded helping you drive your store forward.



The British Display Society has been supporting Visual Merchandising and Retail Display for over 70 years and also has a registered charity section which is dedicated to education. We are the voice for promoting VM as a recognised profession within the retail sector.



Not only does The British Display Society offer VM Training courses - both web-based distance learning and Classroom style - we have a substantial database of professional Freelance Visual Merchandisers throughout the UK to help retailers drive their businesses forward with their window displays and store/ shop presentation.

As we know, retail has gone through a tough period over the last few years. Despite the increase of on-line shopping there will always be a need to help retailers with their 'bricks & mortar" stores. High Street shopping is tactile and sociable and will always be with us.

**For free advice from our Visual Merchandising professionals  
contact us at:**

**<https://britishdisplaysociety.co.uk/contact-us>**

**or**

**email: [admin@britishdisplaysociety.co.uk](mailto:admin@britishdisplaysociety.co.uk)**

**[www.britishdisplaysociety.co.uk](http://www.britishdisplaysociety.co.uk)**

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