

PART I: Aesthetic Value

The art of creating sensory experiences

By Joshua Farmer, National Store Director, in collaboration with Renee (Gallart) Malone*

Along Chicago's "Magnificent Mile" and New York's 5th Ave, people flock to view the meticulously designed window displays unveiled each holiday season. Shoppers bundle up in cozy clothing and embark on a leisurely stroll certain to fill their senses with amazement and wonder. The 'aesthetic' visual design is valuable, because each person is engaged in a personal way.

Retail specialists recognize the importance of sensory interaction to create a compelling and memorable retail experience. We can learn a lot from the retail specialists of Chicago and New York and apply design elements to our own salon environments this holiday season. The key to creating such an environment lies in layering an enjoyable shopping experience atop our existing retail area. In continuing the conversation with Renee Malone, Certified Experience Expert, she shares her four-step TIME model for staging sensory merchandising experiences.

* Renée (Gallart) Malone is a Pine and Gilmore Certified Experience Expert, creator of The Salon Experience™ seminar, frequent speaker at Salon and Spa Industry trade association conferences, and executive advisor to individual companies. For more information, contact renee@kickthemoon.com.

If you have ideas that you'd like to share about great things you're doing with American Crew in your salon or store please contact joshua.farmer@americancrew.com.



TIME Model

(T) Theme the Experience: A theme is an organizing principle, idea or concept. An effective theme must be concise and

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In this way the customers will spend more time in the given retail environment, therefore generating salon sales.

(I) Impressions Made: It is helpful for a salon to identify "five" impressions they hope their guests will take away from their experience. Enhance your retail environment with impressions that support the theme. Eliminate everything from the environment that distracts from the theme.

(M) Memorabilia Mixed in: People purchase memorabilia as a way to extend their experience. American Crew grooming products are memorabilia when mixed into your merchandising experience.

(E) Engage the Senses: Design the right sensations into cues that convey the theme through sight, sound, taste, touch and smell. The more sensory the experience, the more memorable it will be.

At American Crew we also teach some fundamental principles of merchandising that will help to create positive impressions.

First, keep in mind that a merchandising experience can be staged throughout different areas in the salon, including: Windows, Reception Desk, Back Bar, Prime Shelf Space, and Feature Product Display.

Second, consider the placement of the merchandising experience:

Maintain the threshold: Customers need a space at the entrance to stop, get oriented and take in the atmosphere. Don't crowd the entryway with your displays.

Consumers instinctively move to the right after entering a store: The ideal place for your Feature Product Display is to the right of the entry. Use this spot to emphasize your merchandising message.

Keep displays at an optimal eye height: It's been determined that the best elevation for a product display is between 36" and 60" from the floor. Keep displays at an optimal height to maximize impact.

Many thanks to Renee for sharing her expertise in merchandising.

