

Top Tips
For Shop
Design



TOP
TIPS

The image shows a top-down view of a wooden desk with a spiral-bound notepad. A white sheet of paper is pinned to the notepad with a blue paperclip at the top and a green pushpin on the right side. The words 'TOP' and 'TIPS' are hand-drawn in a thick, black, textured font. A pencil lies diagonally across the left side of the paper. The notepad's metal spiral binding is visible on the right edge.

Chevron Display

Create visually engaging wall space

Displaying picture moulding chevrons can be a creative and eye-catching way to showcase your products. Here are some steps to consider when displaying picture moulding chevrons.

- Set up a designated area in your shop where you can display the picture moulding chevrons. This could be a wall, a section of a display table, or even a vertical freestanding board.
- Classification is important, so group mouldings together in wood type, colours, collections, finishes.
- Leave gaps between columns to create space.
- Display framed artwork alongside chevrons.
- Proper lighting can enhance the display. Consider using spotlights or track lighting to illuminate the chevrons, highlighting their texture and finish.
- Regularly inspect and maintain the chevrons to ensure they remain in good condition. Update the display as needed to keep it fresh and appealing to customers.
- Periodically change the arrangement and design of the chevrons to keep the display fresh and engaging.
- Showcase new arrivals and promotions.
- Use an area to showcase some creative framing ideas.

Keep in mind that the goal is to create an inviting and visually appealing environment that enhances the presentation of your products.

Design Counter

In most shops, the design counter is the heart of the shop

In most frame shops, the design counter is the heart of the shop. This is where the creative and technical aspects of framing come together, and it's typically the primary point of interaction with customers. It's at the design counter that the creative aspects of framing come to life.

- Ensure that your design counter is clean, organized, and aesthetically appealing. It should convey a professional and welcoming atmosphere.
- Display a wide range of frame styles, mounting options, and framing materials at or near the design counter. This helps customers see the possibilities and make informed choices.
- Consider using design software or digital mock-ups if available.
- Staffing your design counter with knowledgeable and friendly framing experts is essential. Invest in training to ensure your staff can provide expert guidance and recommendations.
- Ensure that your design counter reflects your business identity, colours, and aesthetics. It should be consistent with the overall look and feel of your shop.

Create an engaging and customer-centric experience at your design counter, will lead to more satisfied customers and increased business for your picture framing shop.

Why displays are important

Displays can become an integral part of the entire retail space

Whether your frame shop is large or small, you may have some awkward little spaces that challenge your merchandising skills. Even framers who have an abundance of space should think through all the odd corners and unusual areas where additional displays can help promote more products and techniques. A good display, even if it's small, can serve several purposes.

- Effective displays can significantly impact product visibility and sales. They draw attention to featured products, highlight promotions, and entice customers to make purchases.
- Attractive displays can enhance the overall aesthetics of the shop. They can create a visually pleasing and inviting atmosphere that encourages customers to spend more time in the shop.
- Displays can promote complementary products or upsell higher-value items
- Displays can be tailored to specific seasons, holidays, or promotions. This keeps the store's interior fresh and relevant, encouraging repeat visits.
- Displays can be used to educate customers about the benefits, features, and uses of products.
- Showcase new arrivals and highlight the latest products.
- A display near the entrance might target impulse shoppers, while displays in the back of the shop can cater to customers looking for in-depth information.

By carefully planning and designing displays, you can make them an integral part of your retail space, creating an engaging, memorable, and profitable shopping experience.

How to attract customers with 'wow' window displays

Successful windows capture the imagination while giving the impression that there's more to see inside

Window displays are an essential marketing tool, they are the first visual point of contact with potential customers and can help promote specific products and services. A well thought out inviting design can turn a passer-by into a paying customer.

Effective window displays can be created whether a shop has minimal window space or generous glass-fronted walls. The trick is to make the most of the space you have, without overcrowding the display.

- Select a theme or story that reflects your shop's style and the products or services you offer. It could be related to a season, holiday, art movement, or a specific event.
- Incorporate props and decor elements that support your theme. These could include artwork, framing samples, easels, relevant art supplies, or anything else that complements your framing business.
- Illuminate your display effectively. Good lighting can make your display pop, highlighting the textures and colors of your framed artwork. Use spotlights or LED lighting to create a dramatic effect.
- Showcase your best and most unique framing projects. These should be the stars of your window display. Highlight different styles, sizes, and framing techniques to showcase your expertise.
- Regularly update your window display to keep it fresh and enticing. Customers are more likely to notice changes and return to see what's new.
- Partner with local artists to display their work in your window. This not only adds variety but also fosters a sense of community.

Your window display is often the first impression potential customers have of your business, so make it memorable and representative of the quality and creativity of your framing services.