

Fixtures & display

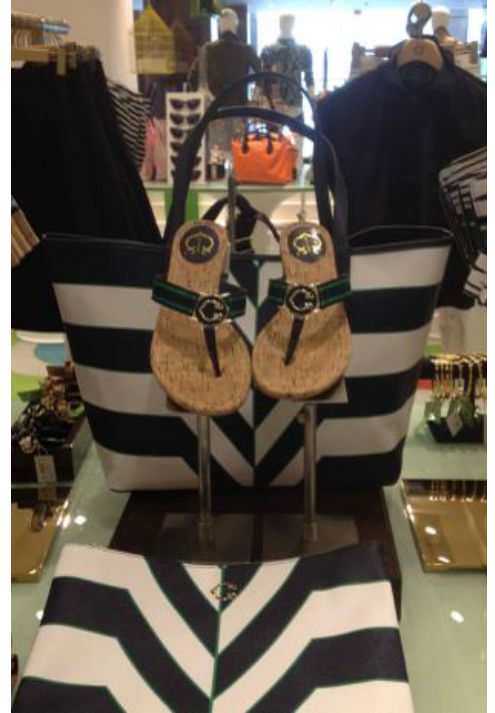
By Aria Hughes & Courtney Kwan, WGSN, 06 May 2014

Retailers use risers, wall units and dividers to create visual interest at varying heights. Tables and free-standing units allow for cross merchandising, helping customers see a complete brand story and shop across categories.

Risers



Macy's, New York



C Wonder, New York



J Crew, New York



Topshop, New York



C Wonder, New York



Express, New York



Ann Taylor, New York



Free People, New York



Club Monaco, New York



Free People, New York



J Crew, New York



Bloomingdale's, New York

- Retailers use a variety of riser shapes and sizes to highlight footwear product or to include it in cross-merchandising displays. Popular materials include single metal poles, wood blocks, wire crates, trays and clear boxes
- Upscale department store Bloomingdale's makes a strong impact, using tall plastic arm and hand risers, while Club Monaco clusters footwear product on three metallic-painted logs

Tables



Bebe, New York



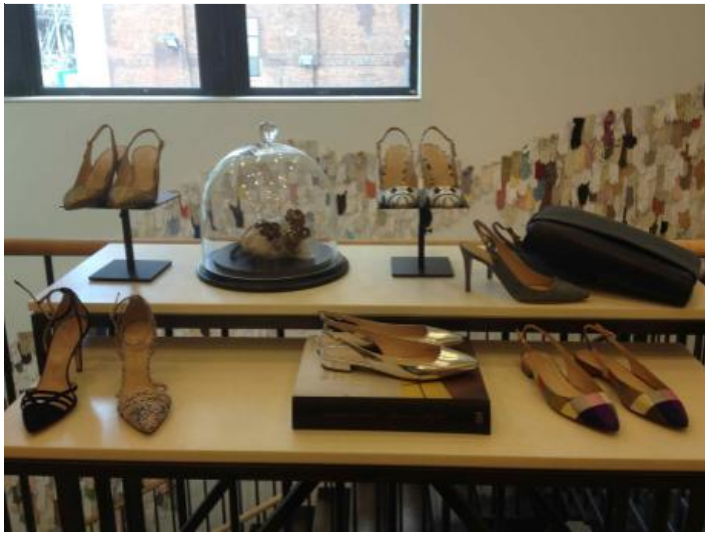
Bebe, New York



Bloomingdale's, New York



Bloomingdale's, New York



J Crew, New York



Forever 21, New York



Urban Outfitters, New York



Urban Outfitters, New York



C Wonder, New York



Forever 21, New York



Topshop, New York



Madewell, New York

- Tables are another key way to display footwear, ranging from block styles with shelves or graduated tiers and simple tables with a residential feel
- Madewell, J Crew, Joe Fresh and Club Monaco use tables to facilitate cross-merchandising, while Urban Outfitters, Topshop, Forever 21 and Bloomingdale's use tables to group together footwear that falls under a specific trend or style category, helping the customer find on-trend items

Free-standing



H&M, New York



H&M, New York



Topshop, New York



Urban Outfitters, New York



Urban Outfitters, New York

- Free-standing fixtures are not as prominent as tables and risers, but retailers use them for mass-merchandising and cross-merchandising with accessories and apparel
- C Wonder creates interest with colourful birdcage fixtures that hang in the store windows and highlight product

Dividers



Piperlime, New York



Piperlime, New York



Forever 21, New York



Forever 21, New York



Macy's, New York



Macy's, New York

- Fixtures with shelves serve as dividers that break up the space without closing it off. Many of these dividers are tall, showcasing product at a variety of levels

Wall units



Joe Fresh, New York



J Crew, New York



Kate Spade, New York



Urban Outfitters, New York



Macy's, New York



J Crew, New York



Ann Taylor, New York



Ann Taylor, New York



H&M, New York



Forever 21, New York



Free People, New York



Free People, New York

- Retailers across all markets use wall units and shelves to display footwear
- Fast-fashion retailer Forever 21 opts for taller wall units that display a variety of product categories, while Macy's focuses on shoes and elevates various pairs with red and silver risers
- In comparison, junior and contemporary retailers including Kate Spade Saturday, Urban Outfitters, J Crew, Free People and Ann Taylor attempt to create a boutique feel with less imposing wall units that integrate books and accessories into the display