

VisuaRetailing **webinar**

The Visualisation of your Retail Flow

Thursday 14th February, 4pm CET/10am EST



Agenda

- ① Recap: Webinar#1 Challenges in retail
- ② Getting your brand story across
- ③ Visualisation is key
- ④ The Golden Circle: Why do we have MockShop
- ⑤ MockShop Features and how to work with them
- ⑥ The moral of the story
- ⑦ Questions

Introduction



Madeline Vidak

Moderator

Marketing Communications
Specialist at Visual Retailing



Clemens Kruiper

Speaker

Senior Sales Consultant
at Visual Retailing

1

Challenges of retail and how to overcome them

From island hopping to fragmented processes

- Often processes within companies are treated separately when they should actually be seen as a whole
- Consequences of fragmenting processes: time-consuming and error sensitive



Planning



Buying



VM



Retail Execution



2

Getting your story across

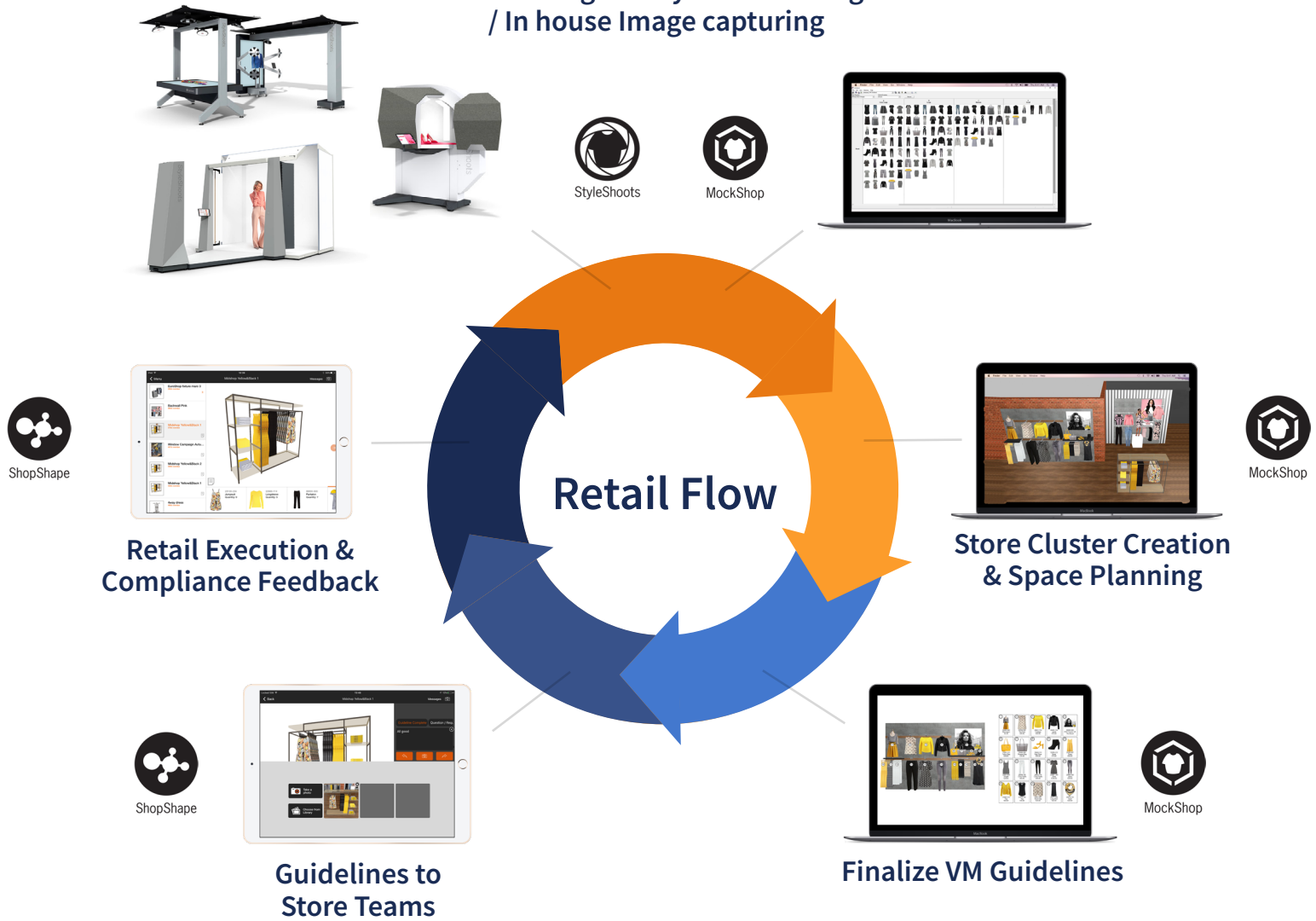
- Each department holds different kinds of responsibilities
- The most important factor is alignment
- Does the collection represent the brand signature?
- Does the store tell the story of the brand and its values?
- Put yourself in your client's shoes

Which departments are we talking about?

- Design department
- Planning & Buying
- Visual Merchandising



Visual Range Analysis & Planning / In house Image capturing



3

The Visualisation of the retail flow

- The human brain processes images 60,000 times faster than text
- 90 % of information transmitted to the brain is visual
- We are visual by nature: use this skill to enhance organisational effectiveness!

“

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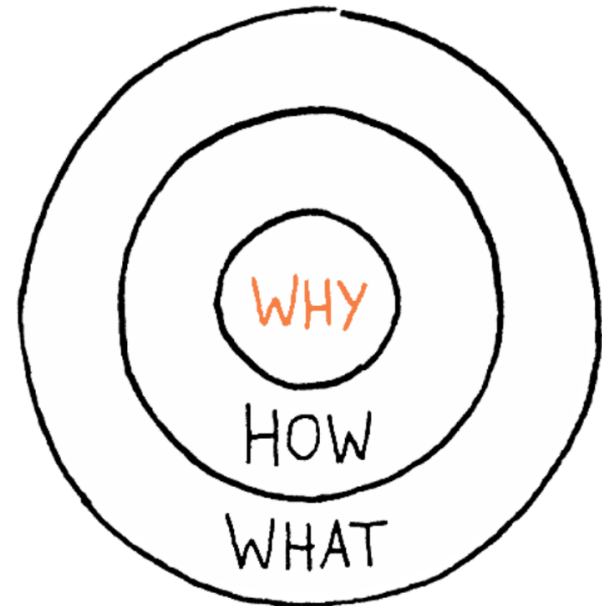
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The Golden Circle of MockShop

Why: We like to challenge the status quo and make the streamline from design department to in-store execution as visual and interactive as possible

How: One single source of truth - One smart integrated database

What: Intelligent and unparalleled MockShop 3D store environment



MockShop is...



Automated

Better insight into
your collection



Integrated

From a manual process
to alignment of multiple
departments

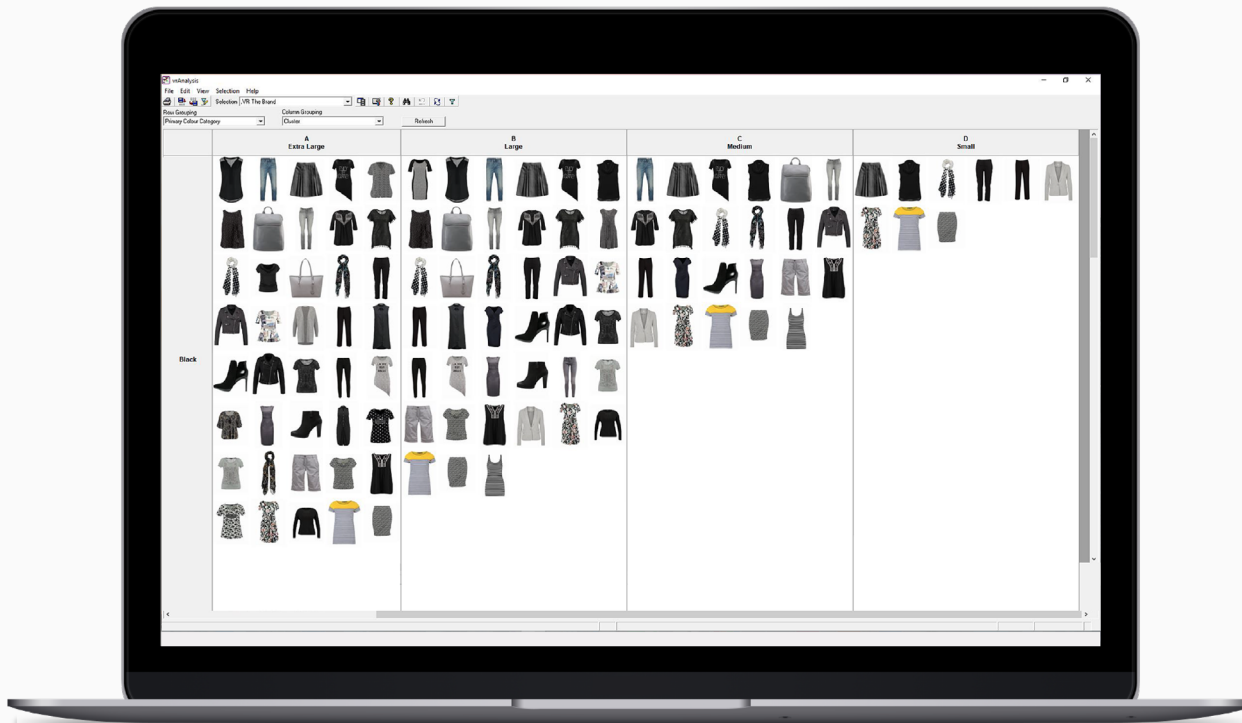


Fully Visual

Easy understandable
data for all teams

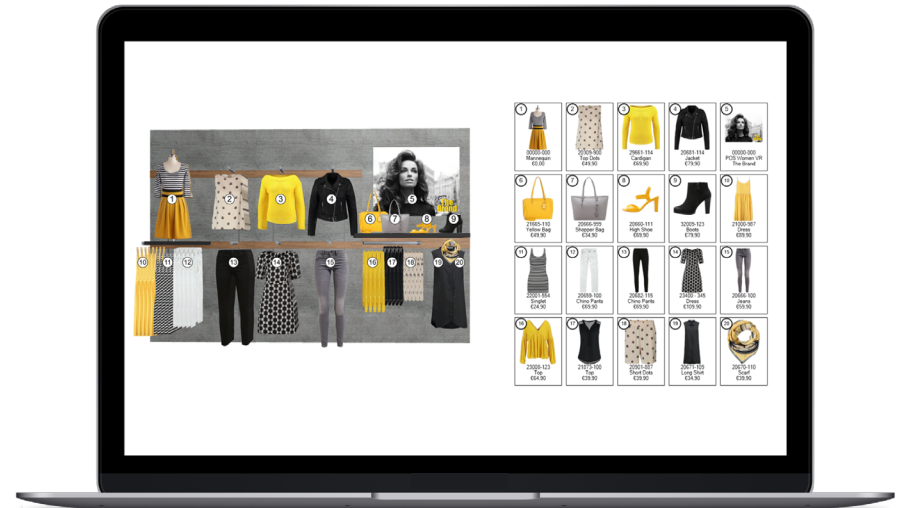
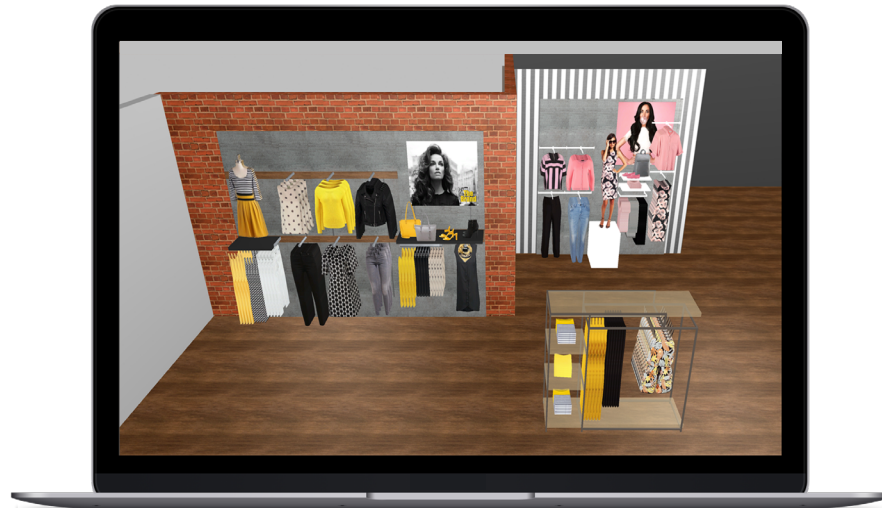
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Introducing MockShop features

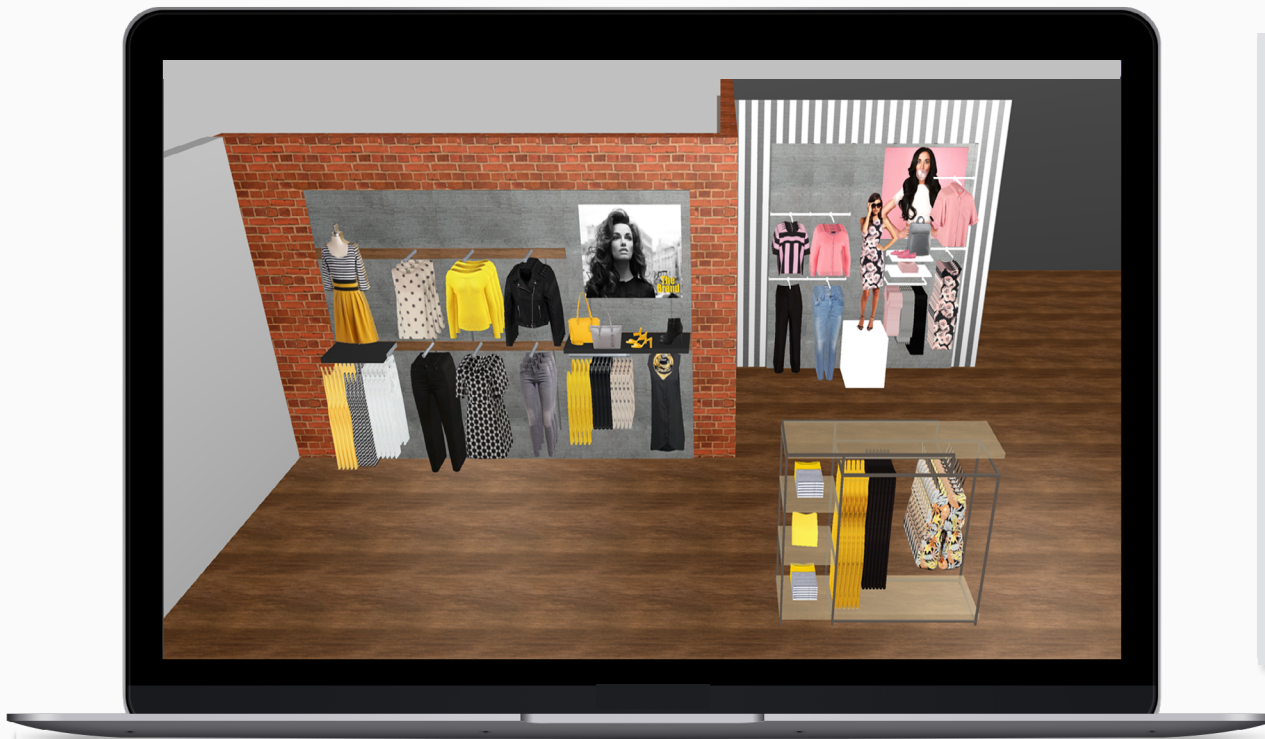


Cardigan	Mannequin	Figur	12461416	Charleys F
Dress			321007-002	Creasefre
Shirt			426227-100	Creasefre
Shirt	Mannequin	Figur	426237-003	Creasefre
Top	T-Shirt Che...	T-Shirt ohn...	21873-100	Creasefre
Jeans Strai...	Pantalon D...	Jeanshose	20683-115	Courtneys
Shirt	Mannequin	Figur	53531416	Creasefre
Tiered long ...		Faltenrock	23113-115	Creasefre
Long Skirt			46581416 001	Creasefre
Jeans			738266-113	A Cut in Ti
Longsleeve		Langarm T-...	22666-114	A Cut in Ti
Jeans			717037-105	A Cut in Ti
Pullover			811167-109	A Cut in Ti
Jeans			748130-112	A Cut in Ti
Dress			321017-003	Creasefre
Jumpsuit			21670-102	Creasefre
Shirt			426187-999	CMT Turna
Tiered embr...		Rock lang	23124-574	Creasefre
Top Dots	T-Shirt Che...	T-Shirt ohn...	20309-900	Fabricworl
Yellow Bag	Sac Jaune	Handtasche	21665-110	A Cut in Ti
Shirt			57501416	CMT Turna
Shirt			521027-105	CMT Turna
Bustier Dress		Kleid	20657-112	Courtneys

Reality Check

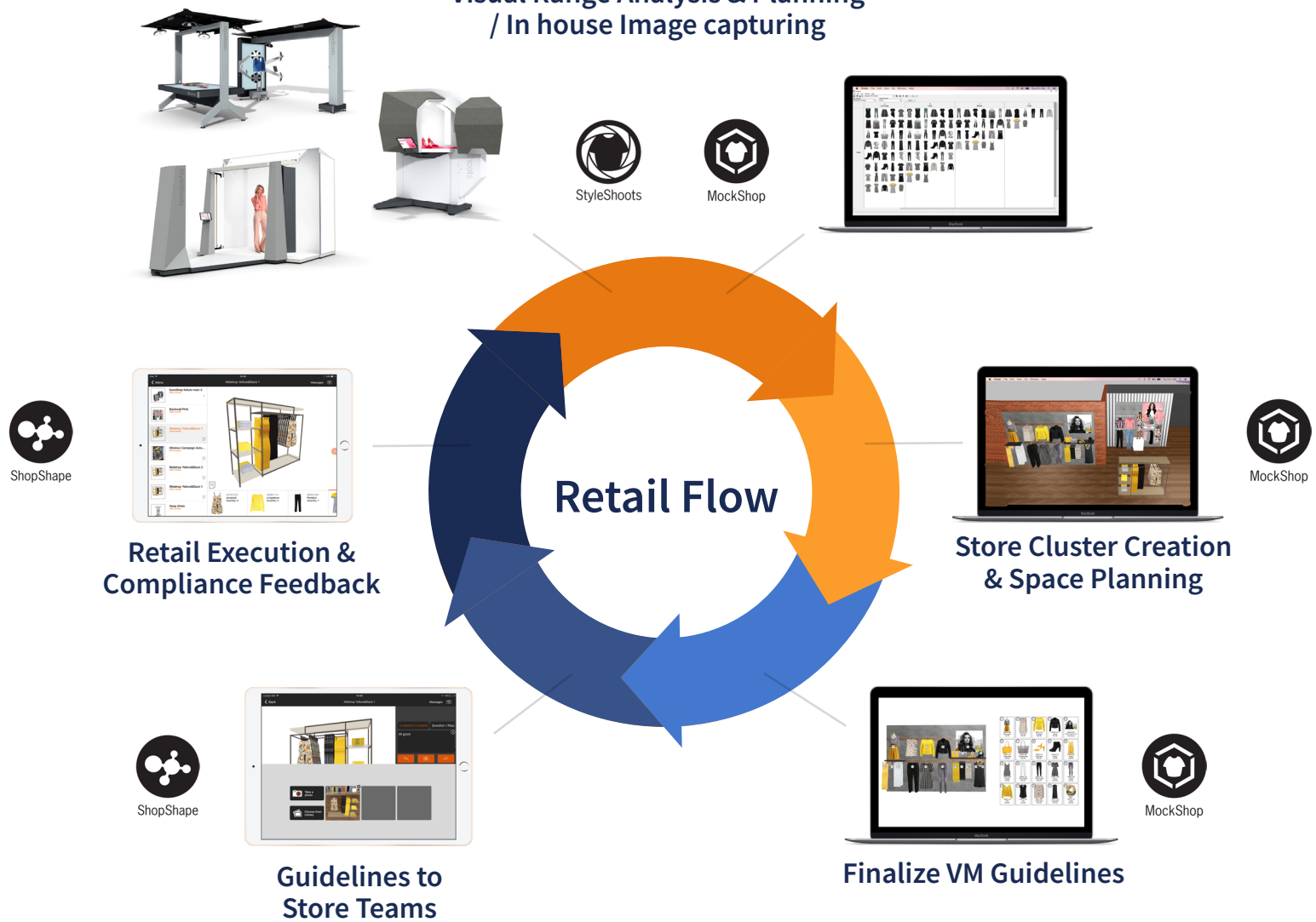


Does the capacity vs. density make sense?



Item Name	Primary Colour	Item Number
Yellow Bag	Yellow	21665-110
Window Mannequin		00000-000
Tunika	China Rose	44000704-10
T-shirt	China Rose	123450_001
T-Shirt		g7
Trench-Jacke mit Gürtel		567448_556
Top Stripe Sport	Dark Blue	20661-100
Top Stripe	Black	21500-900
Top Dots	Beige	20309-900
Top	Yellow	23008-123
Top	Black	530066-002
Top	Light Pink	20670-114
Top	Dark Blue	20663-111
Top	Black	21873-100
Tennis Trouser	Sunset Cocktail	044871
Tennis Skirt	Sunset Cocktail	043403
Strickjacke mit Schalkragen	Safari Sand	405105-254
Strickjacke mit Dornschnür		405112_536
Sport Shirt	White	045541
Sport Shirt	Black	140736
Sport Shirt	White	045513
Sport Bag	Black	045900
Skirt	Black	53411416 00

Visual Range Analysis & Planning / In house Image capturing



Thanks for joining

Questions?

And remember...

*“We’re not programmers with a flair for retail;
we are industry insiders who speak your language.”*

