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Innovative Store Design Ideas From Top 100 Retailers

Hosted By: Tim Spicer

Featuring: Carlo Gonzalez of Steelwood Guitar Shop & Club,
Mark Maxwell of Maxwell's House of Music, and Rand Cook
of The Candyman Strings & Things



Topics We Will Cover

- Your Store's Theme
- How to Create Unique Display Fixtures
- Utilizing Textures in Merchandising
- Customer Comfort
- How Your Store Can Stand Out



Theme of Your Store's Design

- Make a Statement
- What “Vibe” You Want to Create
- Set the Mood for Your Store, Website, & Marketing

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It has to start somewhere
It has to start sometime
What better place than here.
what better time than now. **RATM**

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Creating Unique Display Fixtures

- Based on Your Theme
- Unique, Eye-Catching
- Supportive to Your Retail



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Utilizing Textures

- Make Your Inventory “Pop”
- Varying Textures on Walls and Displays
- Inventory Displayed at Different Heights

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Comfort

- Relax Your Customers and Foster a Buying Atmosphere
- Keep Customers as Long as Possible
- Customer Loyalty

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What Makes Your Store Stand Out?

EMBRACE THAT

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**What Is Your Biggest Advice for
Other Retailers Who Want to Update
Their Store's Design?**

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