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Grow Your Business



# Innovative Store Design Concepts on a Budget



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- Rethink



- Rethink
- Repurpose



- Rethink
- Repurpose
- Repaint



- Rethink
- Repurpose
- Repaint
- Rearrange



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- Repurpose
- Repaint
- Rearrange
- Remerchandise



- Rethink
- Repurpose
- Repaint
- Rearrange
- Remerchandise
- Redirect

# Rethink

Rules to use when  
you're not sure!





# Rethink

\*Light to dark



# Rethink

\*Light to dark

\*Left to right





## Rethink

\*Light to dark

\*Left to right

\*Top to bottom



## Repurpose

There are a lot of opportunities to repurpose counters and fixtures.

Many times they are right in front of you.



## Repurpose

The old adage “one man’s trash is another man’s treasure.”

With a little work and imagination you can save a LOT of money!





## Repaint

A very cost effective way to change a look is to simply paint. There is nothing better than the smell of clean fresh paint. It will make a noticeable difference!



## Repaint

As time changes so do retail styles, I really felt that I had to “lighten up” this new color is called Silver Screen and really makes the product pop!



## Repaint

The result made the store seem bigger, not as warm as the previous color but very clean.



## Repaint

When in doubt, do something CRAZY!



## Rearrange

So many times we don't see what our customers see. We need to see our store with "fresh eyes."  
Sometimes it's as easy as going out and coming back in after clearing your head.



## Rearrange

Many times we don't see the problem because we walk by it. New people coming in will see these eyesores.

You don't get a second chance to make a first impression!





## Remerchandise

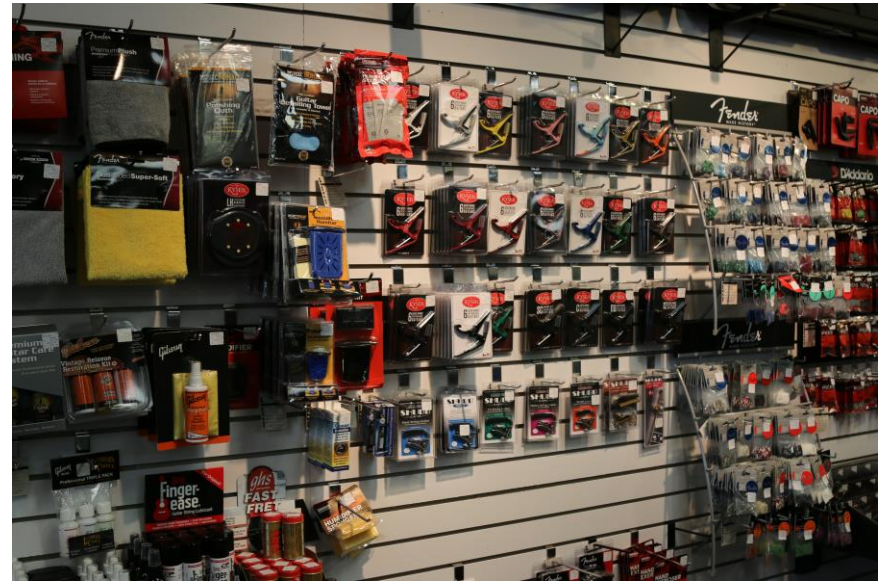
Little things make a big impact. Vow to do 3 little things and step back and see the difference. Remember the difference it makes to the first-time shopper is 3 times that.





## Remerchandise

Things like hook color and length make a big impact on the way product “hangs.” Match like hooks together. This way, you can use what you have in sections.



## Before



## After





## Redirect

The “flow” of our stores is very important. Continuous flow can keep a customer’s interest up without realizing it. We can point people in the direction we want them to go.





## Redirect

Is there a roadblock in your fixturing? We must remember NOTHING we do is permanent. We can always move it back or try something else.





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**Thank You for  
your time today!**

Please email me with  
any questions you might  
have

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