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Innovative Store Design Ideas: Nashville Edition

Hosted By: Tim Spicer

Featuring: Christie and Walter Carter of Carter Vintage Guitars, Pamela Cole and Leigh Maples of Fanny's House of Music, and Fred Carpenter of The Violin Shop



Topics We Will Cover

- Your Store's Theme
- How to Create Unique Display Fixtures
- Customer Comfort
- How to Make Your Store Stand Out



Theme

- Fit Your Community and Local Market
- What “Vibe” You Want to Create
- Set the Mood for Your Store, Website & Marketing

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Creating Unique Displays

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

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Comfort

- Foster a Comfortable Buying Atmosphere
- Keep Customers as Long as Possible
- Customer Loyalty

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What Makes You Stand Out?

EMBRACE THAT

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**What is Your Biggest Advice for a
Store Wanting an Appearance
Update?**

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