

TIPS SHEET FOR MERCHANDISING YOUR COLLECTION

- Merchandise individual styles in appropriate groups, taking care to create balance within each group – this will maximize sales by motivating a buyer to buy several styles within a group.
- Create a style board which includes flat sketches (front and back view of each garment) of all of the styles in a particular theme – sketches need to be large enough to see details of each garment and never smaller than 3 x 4 inches) each.
- Make sure your style board depicts the following:
 - target customer
 - featured skin
 - color story
 - mood
 - styles offered in the line.