



Visual Merchandising: Mirror and soul of a point of sale

By Gianfranco Giacomacaire

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Visual Merchandising is a technical manual that has more than 400 photos and 100 drawings. It speaks about the aesthetic aspects to set a window shop and the internal visual in a store.

Analyse the psychological components, the reactions of the customer, how the colors can influence the man and how the light can be involved. Inform how to use the materials, little practical stratagems for the settings. Interview visual merchandiser and marketing men. Analyse some history cases.

The ebook comes directly from the experience of the author, consolidated in more than thirty years of working as “image designer” for some of the biggest italian and international companies as BASF, JVC, Marnest, Mesaglio, Montedison...

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