



Journal of Arts & Humanities

Volume 07, Issue 05, 2018: 39-45

Article Received: 23-09-2017

Accepted: 08-10-2017

Available Online: 20-05-2018

ISSN: 2167-9045 (Print), 2167-9053 (Online)

DOI: <http://dx.doi.org/10.18533/journal.v7i5.1265>

Visual Merchandising and Emotional Design

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ABSTRACT

Visual Merchandising is the aesthetic consumption of silent language, it is the emotional soul of the brand of clothing enterprises, is a kind of brand advertising, but also an important aesthetic marketing strategy. This is a visual and emotional oriented era, the trend of the world's design, has gradually exceeded the consumption of a single form of practical design, into the visual aesthetic and emotional design stage of consumption. In today's diversified consumption patterns, only take into account both, in order to win the favor of consumers. Visual Merchandising is to seize the needs of the market, not only in the visual display design in combination with the formation of personalized visual effects, but also focus on the emotional design of consumer psychology and people are always the main body of the design.

Keywords: Emotional Design, Visual Display Design, Visual Merchandising.

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The apparel industry, the growing trend of competition is increasingly obvious, no characteristics and the spirit of the brand is difficult to survive. Clothing brand good social image shaping, the need for specialized display design to complete. Display design is a garment business directly for the consumer Link, it is the most direct way to convey the positioning of clothing enterprises. Attracting customers' display designs produces the effect of promoting sales.

Famous display of Liu Hongxia teacher in the "show Heart Sutra" talked about "display of the mission - to wake up tired aesthetic. The display of goods need to have a certain artistic and aesthetic, while the display design is silent visual expression, which shows today" vision "The importance of the display of the design of the psychologist's survey shows that more than 83% of the people received outside the information through the eyes of Japanese experts also show that: before, rely on" commodity force "one axis to the era; "Commercial force", "sales force" two-axis point of the era; and to the modern, in addition to "commercial power", "sales force", must also add "image force." Image design Western scholars study summed up the image The 55387 law of communication is: 55% of the visual impression in the first impression of the person. The three studies show the supremacy of the vision, but what is the vision? Everything that the eye sees is called Vision. We live in the brand flooding,

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advertising explosion of the world, visual marketing has become the primary weapon to conquer the market, and concerned about the emotional psychology of consumer design It is an integral part.

Into the 21st century today, designers and consumers have begun to pursue the psychological and spiritual needs. However, due to spiritual emotional appeal did not get better satisfaction. Therefore, the modern design has begun to focus on emotional design, the product more humane. At the beginning of the Bauhaus movement, this period of design thinking has gone through four stages: function-oriented, useless, meaning-oriented and emotion-oriented. Thus, in all the conditions of the former meet, emotional design has become the product of the times, but also an important topic of today's design thinking.

1. Concept

1.1 The meaning of VMD

VMD (Visual merchandising) visual marketing or commodity planning visualization is resorted to visual commodity policy, that is, goods in the terminal performance plan, is a visual visual communication, marketing technology, through the visual product marketing or brand The purpose of promotion. Simple to say through the visual impact and aesthetic visual senses to improve the potential consumer interest, to achieve product marketing, improve brand value. VMD not only contains the display and sales of the store problem, but also contains the corporate philosophy and operating system and other overall strategy, it is not the usual sense of the narrow display, display design, but the broad sense of the overall image of the store. Europe and the United States referred to: VMD abbreviated as $VM = MD + SD + MP$, Japan referred to as: $VMD = VP + PP + IP$. VMD as a marketing technology, is a visual presentation, originally originated in the 70-80 years of the United States, through the public visual visual advertising product marketing, as a retail sales strategy on the stage of the stage, and thus to today of visual marketing.

Today's world economic integration, the arrival of fast fashion, brand diversification, will inevitably lead to visual marketing boom. It can be said that visual marketing is successfully opened with the exchange between consumers. No soul of the enterprise as empty shell in general, at any time out. Visual display design has become one of the souls of today's enterprises into the visual beauty of one of the soul, and strengthen the brand image and corporate culture of the q code, wake up the consumer's exhaustion aesthetic, creating consumers in the brand's emotional sense of belonging.

1.2 What is emotional design?

The so-called "people are not vegetation, who can be ruthless", emotion is a necessary part of life, it affects how we perceive, how behavior and how to think. "Psychology Dictionary" in that: "Emotion is the objective things to meet their own needs and attitude experience." It is a human state of mind, is the expression of the psychological attitude of the objective experience. The design of the emotional concept, refers to the design into the emotional, user-friendly, consumers can stimulate a certain emotional resonance caused by emotional sense of belonging.

American famous cognitive psychologist Donald Norman put forward the emotional design concept, advocate the design to care for the psychological habits of consumers, the emotional integration into the design of products. He believes that the success of the product is concerned about the emotions.

Early in ancient times, whether it is the primitive society of pottery, slave society bronze, or feudal society porcelain, its design works not only pleasant appearance, but also showing the people's emotional appeal and spiritual beliefs. So the design of the product is not simply to meet the material needs, but toward the direction of emotional interaction development, breaking the product cold visual language, emotional expression of the design. From the essence of Marxist philosophy, the emotional products belonging to the materialization of the spirit of the product, from the commodity point of view is to express the emotional characteristics of the product.

Emotional design is based on people-oriented design basis, concerned about the psychological, human nature point of view to solve the problem, to solve the problem, reflecting the humanistic spirit.

2. The embodiment of emotional design in VMD (Taking UNIQLO as an example)

VMD combines the brand image, design concept, with, lighting and other elements, it is to show the brand of physical advertising to consumers. VMD visual display design and emotional design is to link the consumer and product ties, first through the visual display design to attract the attention of consumers, and then through the emotional design of the customer and the product between the psychological resonance, to win consumer awareness Sense and emotional sense of belonging, which is VMD to grasp the two important points. With the development of industrialization of science and technology, the concept of consumption has undergone tremendous changes, has risen to the physical and mental satisfaction and spiritual emotional satisfaction. And therefore require attention to clothing visual display, to break the cold visual language, while paying attention to the spirit of emotional needs. Visual, emotional into one of today's design theme, and now to visual, emotional design-oriented era more and more obvious.

The sale of goods is not just a reasonable price to ensure good performance, while in the sales process will be emotional design into the display of goods in this form, both show the product, but also stimulate the customer's emotional needs, the product and The customer's emotional needs combined with the consumer to convey the connotation of corporate culture at the same time, to guide the customer's psychological resonance and meet customer's emotional needs and experience, both to enhance the product's unique emotional charm and product brand image, but also increased the product attached Value, so that it has a certain advantage in the competition.

Clothing display for the moving customers and students. The focus of the display is also to meet the customer's emotional needs. Reasonable merchandise display can play to show the goods, enhance the brand image, create a brand atmosphere, prompting customers to their brand or business "loyalty." In this process, the clothing display is necessary is delicate, beautiful and story, artistic expression for the display of the purpose of sales has a fundamental significance.

Display is a combination of light, color matching, props, brand image of a variety of elements of art, it is the most direct consumer can feel the advertising, realistic fashion art. Emotional clothing display design focus on the combination of internal image and external image, pay attention to balance the display effect and consumer psychological needs. In order to make the display effect easier to understand, easy to see, easy to choose and beautiful, the design requirements of the consumer psychology to predict. Emotional clothing display design to goods and indoor elements of the combination of visual effects to stimulate the imagination of customers, so that customers buy not just simple items, as well as emotional satisfaction. Excellent display design should be in the full consideration of the consumer's psychological and emotional needs of the store on the basis of regional design, lighting design, merchandise window design, indoor display design, to create a good shopping environment for consumers to promote sales and Improve brand influence.

Such as Uniqlo, it is a clothing warehouse-style super stores, providing self-service model, which will require more VMD and emotional design in which the role played. Not only requires visual introduction, but also highlight the importance of emotional design in the design. In Japan, VMD referred to: $VMD = VP + PP + IP$, which is the UNIQLO VMD display form. Figure 1, UNIQLO mainly VP, PP, IP three parts to the customer to show the overall image of the store, and each part runs through the emotional design. In order to make the visual display design to break the aesthetic exhaustion, in addition to focusing on external visual image, but also focus on internal emotional design, so that it is not only to buy a simple product, as well as spiritual and emotional satisfaction.

2.1 VP=Visual presentation

Theme display, the main visual point that the visual proposal, image recognition. VP = display + DP (model) + props + light + theme; express the overall impression of the store, guide customers into the store, pay attention to the atmosphere to create, emphasizing the theme. It is to convey the corporate philosophy, brand culture, marketing theme, fashion trends, with the way and other information; visual theme of the



Figure 1: Emotional Design in VP

commercial forms of business, including brand image, advertising image and promotional activities, such as the theme display, command the overall situation, the first time Pass the sales message; its goal is to visually eye, to stimulate the store, and then through the design of the emotional and narrow the distance between consumers. Uniqlo's themed display design is placed at the entrance center and the visual center of the store, and the window (Uniqlo's flagship store and large shop are generally windowed, most shops are not furnished) as the main show area. The entire store display an important position.

As shown in Figure 2: UNIQLO entrance display showcase visual display design, in fact, including the VP, IP two parts, is the store in the visual center of the whole, is the entire display of the facade. In the people's leading sense, more than 80% of the information comes from the visual, as the first breakthrough in the transmission of information, is the first visual guide, intuitive display of the brand image, features, with details, display design, Seasonal and commodity sales strategy. The display of the way, one with the model with the wear, the second is to start hanging and stacked; simple and stylish fashion VP with, highlight the theme, to attract the eye, causing excitement; neat and neat IP display, color of the cold and shade distinction, Sometimes the size of a full range of planning, highlighting the visual sense, giving people a sense of comfort, to provide a pleasant shopping experience; sometimes display new new colors, and sometimes display limited time premium merchandise, both to stimulate the target group of vision, you can seize the consumer psychology, Showing the humanized emotional design, which ultimately is to achieve marketing purposes, which reflects the importance of the theme display.



Figure 2

2.2 Emotional design in PP

PP = Point presentation focus on the display, the main push the product area that is focused on proposals to guide customers to buy. PP = body DP + hemisphere DP + hanging; expression of the impression of regional stores, guide customers into the store interior, this area shows the characteristics of goods and collocation, and products and the nearest product relevance.

Focus on display and theme display, the main purpose is to create a better display effect, which requires the display design and emotional design of a reasonable combination. Focus on the display as a local space of the display window is placed in the entire store, a good show of the region's goods, and like the same as attracting customers. Focus on the display can also be called the visual impact area, because it can be used as a customer into the store after the main focus area, is the store interior visual point, emotional design point, guide the target group of vision, so that more stay in the store, Stimulate the desire to buy.

As shown in Figure 3: In Uniqlo, the focus of the display is generally set in the wall on the upper section (there is a PP area for display with the surrounding goods, the use of semi-body DP or hanging

way display); central island of the DP and IP combination display (Half of the DP with the vicinity of goods, IP to a large number of stacked and a small amount of positive side of the display); store in the DP is the case, as well as the DP group to show a series of match, pay attention to with details; show the principle of goods near linkage Principle, to facilitate customers to find and with the purchase. If the product is perfectly divided, neatly classified, lighting environment integration, the store will be more vivid, bring visual comfort, to provide customers with a pleasant shopping environment, fully display visual display emotional design.



Figure 3

2.3 Emotional design in IP

IP = Item presentation single product display, commodity classification and shelves that is a single product proposal to facilitate customers to buy. IP = PP + IP + PP, IP and PP associated with the display of the same series of complete product content and classification, finishing, to display the main; provide a complete product style, color, size; mainly convenient for customers close touch , Watch, select; in the area is not convenient to carry out storage planning or PP area display. Uniqlo IP is the main storage space, which is sometimes referred to as the capacity area.

As shown in Figure 4: single product display through the booth, the central shelf, wall, etc. to show the goods, it occupies most of the display space in the location, large space distribution is to meet the Uniqlo store self-service mode, to facilitate customers to buy products ; Its IP and PP associated (such as the wall of the upper section of the PP area show hanging or half DP and the lower part of the IP area is folded or positive side of the combination of a table head, the central island half of the DP and the central shelf of the IP combination display) The department classification and sorting, a large number of display and a small number of placed on the side of the display. Uniqlo brand of a single product display is very distinctive, display the use of a vertical display, from light to dark display, warm and cold display, full size from small to large display, very uniform; its display form with beauty, environmental space with comfort, A sense of broad sense, to bring customers a relaxed enjoyment of shopping, to give customers emotional comfort, good display, and create a pleasant shopping space; its IP is also ergonomic principles, from the perspective of human function design, Watch, touch and select products, reflecting the display of emotional design.

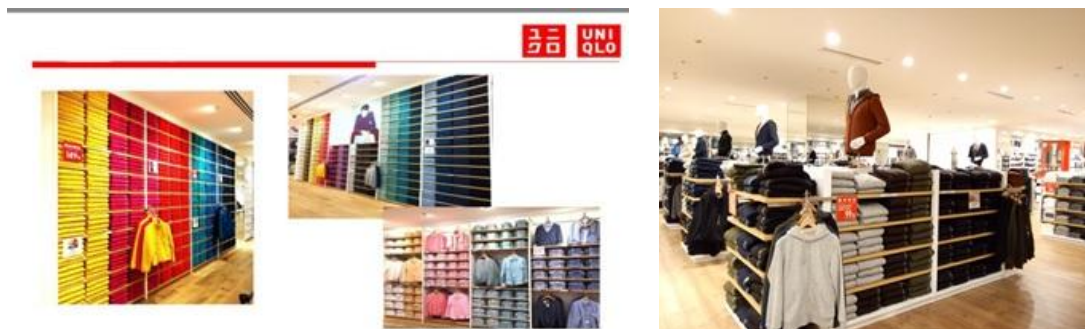


Figure 4

In the entire VMD display design, VP, PP, IP three always maintain the linkage. The theme display in the first to fully attract the customer line of sight, to induce them into the store; focus on the

display is another deepening impression, the linkage of consumer contact; then the single product display is to achieve the ultimate goal, so that more goods can be sold. In the Uniqlo, the general direction of the display design principle is by sex, commodity sector, season, fabric, design, color (from shallow to deep), pattern (from simple to complex); basic display principle is vertical display, horizontal display, from left to the right and by the entrance to the inside and so on. Let the form impressed by the emotional needs of consumers.

3. The expression of emotional design in the image of garment store

Clothing store image refers to a clothing store to the customer visual sense, can be divided into internal image and external image. The internal image of the shop members are words and deeds; external image refers to the shop cashier, dressing room, store, lighting, music, clean, image wall. A good store image can improve the customer into the store rate, which will increase the product sales. Different store image will attract different customer groups, and store image positioning accuracy is to attract the main customer group into the prerequisite for the store.

At the same time, neat cashier, neat dressing room, pleasant background music, light and reasonable lighting, beautiful model, comfortable rest, proper behavior Purchasing Guide, cordial and thoughtful attitude are fully to the customer. Passing emotions, And eager to get the customer's emotional comfort and recognition.

Will be emotional design into the store image design, in the design of the signs, shop design, window design, external lighting design, wall surface and other aspects of the product itself with the characteristics of the brand culture, or some emotional implied emotional elements, in order to meet the consumer's emotional sense of belonging, increase the added value of the product.

4. Personal point of view and conclusions

In the highly developed society of industry, people are increasingly eager to get emotional communication, consumer behavior from rational to emotional, consumers pay more attention to the environment, atmosphere, beauty, the pursuit of taste, ask for comfort, seeking to enjoy. Clothing display from the emotional start to the customer first principle of the layout to shop, for businesses not only to provide customers with cheap goods, but also to understand the customer's consumer psychology, to create a good shopping environment and provide quality service. Because the customer is not only the purchase of the goods itself, but also by the purchase of the brand to bring their own taste and value of the benefits. Only to provide a user-friendly design in order to better close to the consumer's psychology, to facilitate customers to buy goods, promote sales, to enhance and promote the brand.

People always design the subject, I think, emotional design ultimately reflects the design of the "people-oriented" high-level design, concerned about the psychological, emotional demands, to the human point of view of thinking, to solve the problem, to human design center, reflecting the humanistic spirit.

With the advent of the experience economy and the emergence of emotional economy, emotional design more and more become the theme of the design of the times, people are increasingly eager to get emotional communication, regardless of the shopping environment, display the appearance of visual products, or psychological point of view, Are eager to get emotional comfort and identity.

In Uniqlo, a profound experience of the human design, attention to psychological and visual experience. The layout of the entire store design and details of the design, are required to achieve excellence, to create a good shopping environment and provide quality services. In Uniqlo's stores, according to the store's own form, every week to adjust the layout, with the display, has been to maintain the store display design freshness, so that customers visit each time, have a different visual experience. Only to provide a user-friendly design in order to better close to the consumer's psychology, to meet the emotional needs of consumers, to enhance and promote the purpose of the brand.

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