



## Mary Portas Master Class 5 - Creating Desire

**Duration: One day**

**Price: £200 + VAT**

### **An inspirational programme for shop owners and managers**

A unique series of innovative masterclasses created with Mary Portas and delivered exclusively through the National Skills Academy for Retail's network of retail skills shops. Covering every stage of creating and running a successful retail business, each module has an invaluable set of hints and tips to improve the performance of all companies.

### **Creating Desire: Using visual merchandising to create that 'wow' factor**

Retailing is about passion and great products are just products unless you can excite and inspire customers to buy them. We all know the power that a well-designed shop window can hold over us; in one glance you can be transported into a different world. Through the glass, products come alive in a visual story that compels you to enter the store and part with your hard-earned cash.

A blend of art and science, visual merchandising is how your store presents its products and is central to your brand personality, giving you a competitive edge over the competition. This includes everything from designing and creating the best interior layouts and window displays to ensuring the visual style maximises sales. When done well, it attracts and retains customers, drives incremental sales and profit and communicates your brand and proposition effectively.

This master class looks at the mechanics of creating desire amongst your customers through visual merchandising, building on the knowledge gained in the previous programmes to help you:

- Understand what visual merchandising is and how best to use it
- Use a range of techniques to attract attention
- Decide what to merchandise, where and when
- Create a real 'wow' factor for your business

This programme uses real-life insight and best-practice examples from independent retailers that display brilliant visual merchandising skills, showing you how and why what they do works so effectively. And of course, it has the invaluable input of the Queen of selling herself, Mary Portas, whose firsthand experience and knowledge in bringing a stunning, memorable 'wow' factor in a shop cannot be bettered.

This master class is the fifth of seven that form the *Mary Portas guide to successful retailing*.