

# YPN X LICENSING INTERNATIONAL

## Looking Good: Visual Display Can Impact Your Bottom Line

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## Michelle Lamb

- First handlines trend merchant at Target
- International trend expert
- Macro and micro point of view
- Themes, colors to make better products

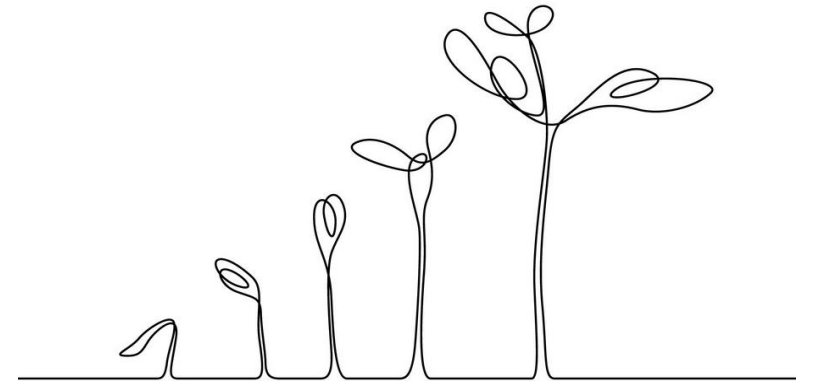


## Leigh Ann Schwarzkopf

- 20+ years of licensing and retail experience
- Broad perspective
- Across channels
- Licensee/licensor
- Startups & small companies to Fortune 50
- Expansive network and resources
- Practical
- Connector
- Strategy, due diligence, execution

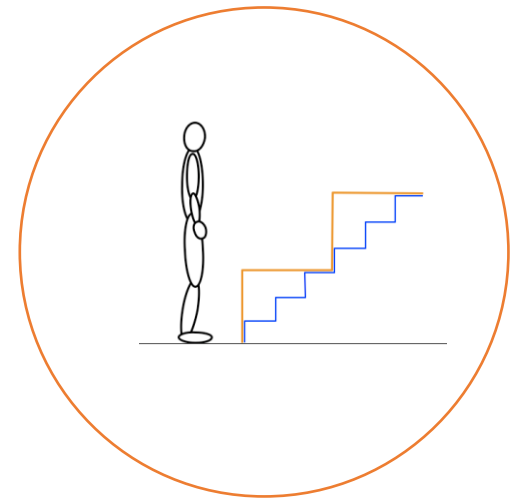
# Process

- Path of Growth to Crisis to Chaos to New Path  
(Jeremy Gutsche, Create the Future)
- Virtually all predictions are that there will be a return to bricks and mortar and that online will continue on the accelerated path to co-exist
- Retail will be complex with operational excellence, fabulous customer service and omnichannel as new baselines
- Innovation and great visual display will be important
- As explore and develop strategies, look both internally and externally for inspiration and resources



# Going Back Will Be Gradual

- Consumers, not government will determine when they go back to stores
  - 38% will resume some normal activities, 30% will remain in quarantine
- Activities people will resume are directly related to size of event
  - Shopping (non-grocery) 35% under a month, 51% 1-5 months, 14% longer
  - Large crowd events 23% under a month, 39% 1-5 months, 38% longer
- Significant variations based on demographics and geography along with ongoing consumer confidence





V4

# CORONAVIRUS

## CONSUMER VIEWS ON SAFETY AS STORES REOPEN

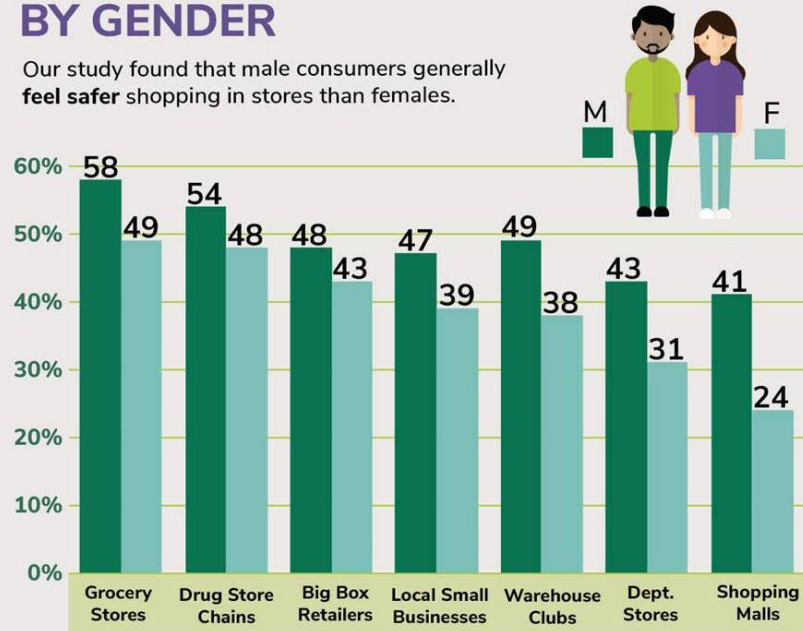
As stores begin to reopen, consumers are concerned about safety. We asked U.S. consumers to identify which store formats they felt safe in while shopping.

### OVERALL SAFETY RANKING



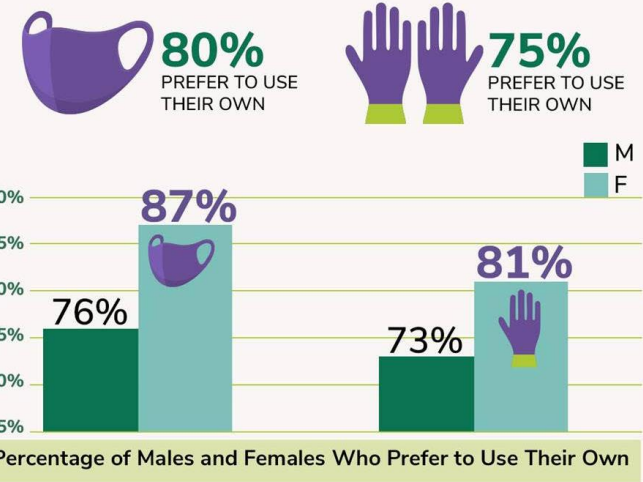
### BY GENDER

Our study found that male consumers generally feel safer shopping in stores than females.



### FACE MASKS & GLOVES

We found that the majority of U.S. consumers prefer wearing their own face masks and gloves over those offered by the retailer.



Methodology - First Insight surveyed over 500 U.S. respondents on April 20, 2020.

# Category Will Also Matter



“Cook with” videos have doubled, some estimates indicate 40% will continue to cook at home.

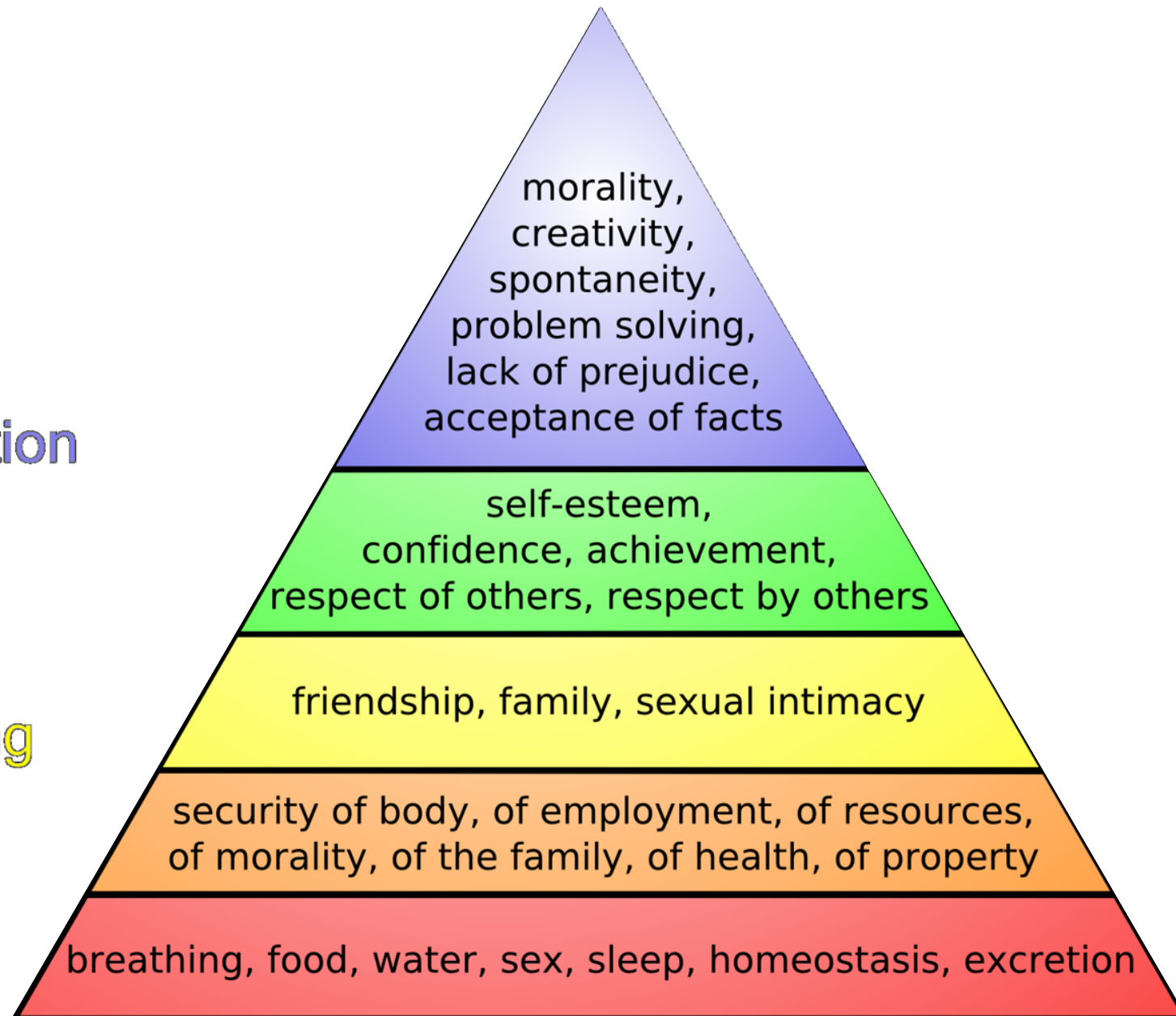
**Self-actualization**

**Esteem**

**Love/Belonging**

**Safety**

**Physiological**





What's all this  
have to do  
with visual  
display?





# Consider

- You have 2 seconds to make a first impression, which will drive initial and future transactions
- It has been stated that close to 70% of consumers feel that signage and display reflect the quality of the store and overall product assortment
- It has been estimated that a great displays can generate over 500% in incremental sales although conventional wisdom is 1.5-3x



# Keep in Mind



Visual display is part of the puzzle



You also need to address safety concerns and reassure your customers.



Research shows that this can be BOTH a time to build brand loyalty and to try new things – so in some ways it's a new ballgame

# Visual Display Tools

- Color
- Display and fixtures
- Signage
- Ambiance (all senses)
- Lighting
- Windows
- Trends

# Trends Matter

## Emerging

- Artisan creations
- Specialty channel
- Early adopters/ risk takers

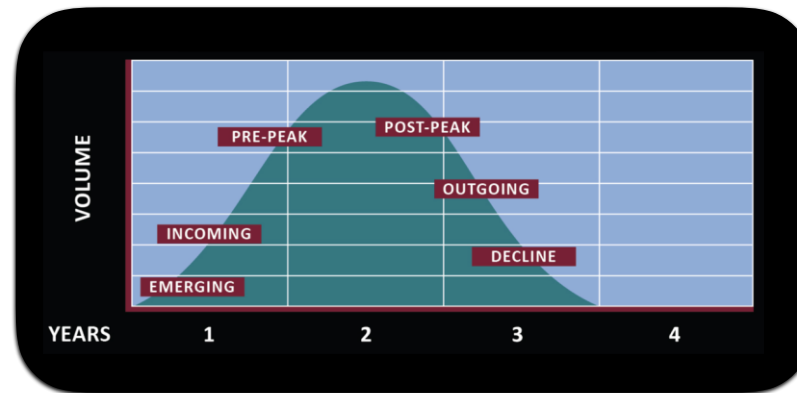
## Incoming

- Initial design awareness
- Better retail, web, catalog
- Status remains high

## Pre-Peak

- Established
- Plenty of Inventory
- More economies of scale

## The Life of a Trend



## Peak

- Mass design awareness
- Highest interest, exposure, sales
- The “sweet spot”

## Post-Peak

- Overexposure
- Supply overtakes demand
- Exclusives motivate sales

## Outgoing

- Non-prestige locations
- Competing on price
- Drop in quality

## Decline

- Rock-bottom prices
- No meaningful role as a fashion statement



# Key Locations for Trend Messages

## Windows



Lush

## Initial Display



Depot

## Feature Fixtures



Bachman's

**Immediate Impact**



Galleries Lafayette

**Color Matters**

**Price Agnostic**



Gelson's

**Trend Messaging**



Pottery Barn

# Trend Topics

## Puzzles, Games, and Gaming



New York Times

## Houseplants



Pottery Barn

## Japanese Style



Harvey Nichols

## African/Aboriginal



Hudson's Bay



# Trend Topics

## Outdoor Living



Oaxaca

## Neon Hues and a Punk Revival



Bon Marche

## Blues for Seasonal Décor



Title

## Saints & Sinners



La Ligne 29



# Easy Steps to Winning Displays

**Identify your space**



Kaufhof

**Choose your fixtures**



Creative Kidstuff

# Easy Steps to Winning Displays

**Create a focal  
point and build  
around it**

**Use levels to  
engage the eye**



Kaufhof



General Store

# Easy Steps to Winning Displays

**Tell a story**



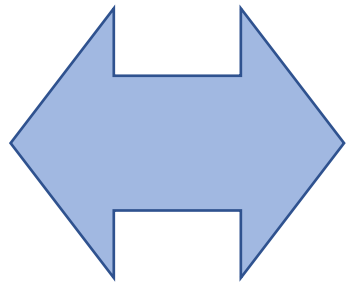
Butlers

**Integrate your  
POP**

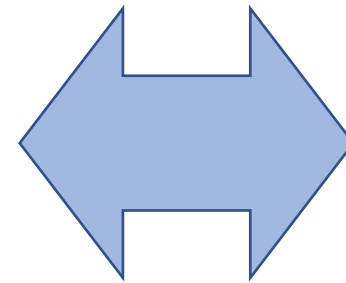


The Body Shop

Licensee  
Licensor  
Retailer



**In a Post-  
Covid  
World –  
Visual  
Display is  
Everyone’s  
Issue**



Trust  
Safety  
Ease



# Expect to Continue



Online and offline integration



Ease of pickup/delivery



Concern for safety



Recalibrated FOMO



Recalibrated sense of accomplishment

# Key Takeaways



- Bricks and mortar is still important
- Visual display is an ROI opportunity
- 2 seconds to make a first impression
- Know your customers, speak to their priorities
- Lead with trend
- Effective displays don't have to cost a lot
- Good display is everyone's responsibility



Michelle Lamb  
thetrendcurve™

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