

Study on the Display Methods of Women's Shoe Store

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Abstract: In this paper, the concept was advanced that the design of product display is an important method for founding footwear brand style and optimizing shopping mall space. Based on the analysis of function and closely related elements of product display, the various elements of display design methods of a women's shoe store was studied in this paper. In order to provide information on design of product display for our footwear industry, some operational methods of footwear product display were put forward.

Key words: women's shoe; product display; consumer psychology; store design

1 Introduction

Along with the deepening and developing of the socialist market economy, display pattern of a modern store is no longer just a simple display of goods, but more and more humane, more liberalization. It is well known that women are the advocate of fashion and are the largest consumer group. Now, more and more factories focus on the footwear industry, especially the female. In the intense market competition, in addition to establish the concept of quality, also pay more attentions to the display mode of the store, if the footwear enterprises want to occupy a special place in this special field. As far as possible to meet the psychology characteristics of women's consumption, given to female beauty and enjoyment of women at the same time stimulate consumer desire.

In capitalist country, display has become a visual science and space science and technology. It provides an important aesthetics basis and a technology platform that for the operation and development of store in the commercial and social life. Emerged in a number of well-known "display designer".

Relative to the actuality of product display in Europe, it is a new field in China, especially for the footwear. Store display method has not been paid sufficient attention to our enterprises and the market. There are few literature of the display method that has yet to be further research and development.

2 Women's Shoe Store Product Display Elements of the Background

2.1 The Concept of Display

The concept of display is rather indistinct for many people, and did not arouse enough attention. Or it just has a simple meaning-put the products by clearly and neatly ^[1]. In fact, Display is a kind of interesting art which is used to draw customer's attention and arouse their buying desire ^[2]. Display is important system engineering; is the key to show the product. Display should be designed to subordinate to the business needs, but also take into account the creative arts. So for the most factories, how to find the best balance between art and business is the key to winning sales.

2.2 Store Elements of Research

The franchised store is that specially manage or to be accredited the brand of the manufacturer. It's the form of retail to adapt to consumer demand for brand choice and the brokers. As a three-dimensional space, the women's shoe store can offer the products and the service for the customers. The design is not

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only including the two-dimensional design, but also the three-dimensional design that based on the formation of the two-dimensional design. Human services also decided to design it to accommodate the four-dimensional design and Artistic Design. On this basis, Should also have the flexibility and economy. That is, more humanity, kindness with minimal input to meet the definite designs standards^[3].

2.3 Consumer Elements of Research

This research is the method of shoes on display products stores. So mainly analyze the consumer elements of female. In today's society, female consumers are the main force in the modern market, which has great market potential, will be the trend of social consumption^[4].

Generally, it is very clear that the women shared psychological characteristics of the consumer: love beauty, self-pride psychological, hesitate, impulsion, fancy and comparison of psychological which will lead to a variety of buying behavior^[5].

Women's shoes displayed design is activities to attract, convey, and communicate as the main function. Its effectiveness is related to the women's psychological elements. It is the problem that advanced the attitude of the buyer from like to purchase for the display designer. Display showing the design of women's emotional design can inspire the imagination of female consumers with legend. This will then require the display of female designers to meet the aspirations of the hearts of consumers and the pursuit of an important consideration as the design of one of the factors, and try them hard to show out.

3 Women's Shoe Store Product Display Elements of the Design

3.1 Summarize the Display Design of the Store

As a commercial activity, the main purpose of display is to promote the product sales, and then is to spread the brand culture. It aims at the main physical and psychological characteristics of customers, efficiently using the human engineering in stores so that the planning and shopping environment to better adapt to customer needs and consumption. Then approach the aim that improves the quality of the environment and the purpose of visual experience.

3.2 The Basic Element of Display Design

The basic element of display design including: space factor, color factor and the elements of light environment.

The design of various selling points should be correspond with the store room decoration that is the space design requirements of women's shoe store. Adopt the open show style of “visualization” and “salient” that will convenience the shopping. Store space is also to have the personality to be popular.

The color design of women's shoe display should be simple, harmony, simplicity, and full of decorative and artistic, be able to show the functional requirements and design characteristics, to demand requirements of the ergonomics and environmental, and throughout the principles of CI. The layering will depend on the color of women's shoes to a large extent to express and regular. (Fig. 3-1)



Fig. 3-1 color contrast application

The lighting also is an important means to show the layering. In general, to highlight the effect of a group of women's shoes can also be with the lighting. In the women's shoes display design, lighting design has its relative independence. It will display the best shoes to consumers. (Fig. 3-2, 3-3, 3-4)



Fig. 3-2 organic glass application



Fig. 3-3 artful lighting design



Fig. 3-4 lighting affinity

4 Analyze the Display of Women's Shoe Store

4.1 The Patten of Women's Shoe Display

There are three basic patterns in the form of women's shoes stores displaying: filled display, show

display, emphasized display. Through these basic patterns, to achieve a certain degree of fashion sense, noble sense, material sense and the super commercial sense. (Fig. 4-1, 4-2)



Fig. 4-1 noble sense display



Fig. 4-2 display with culture

4.2 The Principle of Skills

Women’s shoes on display should pay attention to the following principles: easy to see, to select and take, to improve women's freshness, enhance the value, emphasis on the design of humanity, to customers as a fundamental, highlight the cultural connotation of shoes brand, emphasis on the style of women's brand positioning, outstanding personalized style, prominent women's shoes will be the most profitable, considering artistic practices. Display skill is to choose in accordance with the purpose of displaying the mode. There are two basic purposes on the display of women's shoes: to enable customers to buy shoes; to save time and manpower on sale.

5 Comprehensive Study on the display

From the macro point of view, brand shoes store on display reflects a similarity and difference. Common is that the same shoes all the store brands have the same decorating design style ideas and products on display. Shoes of different brands, different market position, the display of different styles to display the performance of a great deal of difference. Low-grade women's shoes tend to display more products store that enriched sense of excitement, bright colors, beating music. High-end stores the environment is elegant, small displays, but pay attention to the fine quality and beautiful.

By market research, it summarized a series of women's shoes on display methods. See table 5-1.

Tab. 5-1 Analysis of the primary means of women's shoes display

Display form	Mainly method of display
Filled display	Natural, In order, Compared, Labeled, Styled
Shown display	Color, Sales promotion, Island, Season, Scene
Emphasized display	Keystone, Special, Subject, Repeated, Value

Because of the difference which determined the different methods of display in the corporate culture and brand. The same display method has the different percentage in different method of the women’s shoe store. From the figure 5-1、5-2、5-3、5-4, we can get the main methods of four kinds of women's shoes display methods. See table 5-2.

Tab. 5-2 four kinds of women's shoes display methods

Brand	Mainly method of display
Belle	Season, Subject, Keystone Sales promotion
DAPHNE	Scene, Subject, Keystone, Sales promotion
BASTO	In order, Keystone, Styled, Subject,
Kiss Cat	Island, Labeled, Keystone, Sales promotion

Comprehensive information on the above analysis that the keystone display, subject display and sales promotion display occupies a position of absolute dominance. The reason is each brand has its own culture.

The principles of display are business philosophy, the overall design style of the store (space, background, display rack, the image of the wall, lighting design), and the style of the women's shoes. The keystone display, subject display and sales promotion display are all embodied the whole appearance and the main styles. It has a strong market appeal, functions guiding the sales.



Fig. 5-1 Belle display



Fig. 5-2 DAPHNE display



Fig. 5-3 BASTO display



Fig. 5-4 Kiss Cat display

6 Expectations

The world is changing, the market is changing, and people in the pursuit of change, women's shoes on display indefinitely. The future of women's shoes on display in the store will be the form of display space and display method of displaying a change in style and so on.

However, due to a variety of commercial factors, a single shoe store brand can not meet the customer's consumer desires, but also can not provide a variety of leisure services, so the form of brand shoes shop uniform will transition to the shopping mall store. With the development of the market economy and enhance the concept of people's lives, women's shoes store space will transition to the leisure, that is the trend of completely open-shelf and three-dimensional orientation. At the same time, set up exquisite display areas, demonstrate areas, and so on. It maximizes the shopping experience for consumers of leisure.

The competition between the similar enterprises and homogenization of women's products is serious problems that forcing the designers run to the stores. More professional women's shoes on display, shoes display turn to life and scenarios. The properties will be diversified and dynamic; the way of display will be more humanity. The displayed concept will change to the service. Changes in store space, will guide the women's change of style on display. Space has become a rich, spacious. Women's shoes will reduce the display. A certain extent, with the largest display space of the shoes at least. Store more of the decorations, and the shoes will be set off by some. The framework of women's shoes on display will be diversification; the background of display will be nothingness. Window design will play an important role in the store. The whole space style will trend to the Cultural, artistic. The graceful and beautiful, mature and fashionable city life is interpreted by the sense of art.

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