

# VISUAL merchandising

by Angela Cooley



## What's Their Style?

Inspiring your customers to extend their decorating style inside-out requires a sense of their design style. Set up a series of displays that appeal to a variety of tastes.



### Formal Classic

*For customers with a penchant for more formal settings, topiary paintings and a decorative outdoor clock dress up this vignette. Natural bamboo screens partition for privacy. Oversized wicker chairs with paisley cushions in earthy shades set the classic color theme.*



### Contemporary Pizazz

*Colorful, wavy stripes in this outdoor rug create a fun, fresh look for homeowners looking for something lighter. Many times, all it takes is a single contemporary accessory to transform a traditional outdoor room into a modern setting.*



### Outdoor Entertainment

*Visions of entertaining around the fire come to life in this beautiful yet informal outdoor living room. Homeowners who enjoy hosting gatherings gardenside will take a special liking to the natural stone fireplace as it creates a warm setting for conversation.*



### Coordinated Tranquility

*Clean lines combined with sea blue and rust colored cushions suggest pure relaxation for customers who favor a modern yet plush look. Wooden shutters, painted in complementary darker shades of sea blue, pull the look together and invite serenity.*