

5 – Fitting Rooms

Fitting rooms are a very important part of the store. And the reason is that they help to sell as long as properly designed.

Conversely, a poorly designed fitting room makes people buy less.

In a simple way, we can say that a fitting room is well designed when most customers decide to buy after trying the clothes in the fitting room.

Fitting rooms should have these characteristics to make people buy:

- They should be comfortable so that the client feels good and not under stress.
- Must have an image that is equal (or better) than the rest of the store. You want to prolong the "dream", or even improve the "dream."
- Clothing should favor the customer. A client should see that the dress makes her prettier.

Let's see how to make fitting rooms have these characteristics. It's not very difficult, just be attentive.

The localization

Fitting rooms should always be in the back zone of a store. And there are two reasons: security and privacy.

In large stores (over 200 m² – 2100 sqf) a specific zone should be created for fitting rooms, with the purpose of making it easier to control and help customers.

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Decoration



Fitting rooms separated from the rest of the store

In smaller stores, the fitting rooms will not be separated from the rest of the store, they will be in the back zone, next to a wall.

The material.

There are three main ways to make fitting rooms:

1. wall, in brick, or more simply, in plasterboard. To close the fitting room, there may be a door or curtain.
2. Boards, between fitting rooms. The closure is made with a curtain.
3. Curtain.

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Fig.1 - Plasterboard and doors, fig.2 - Boards (in this case doors) and curtains, fig.3 - Curtain rods.

If you opt for the simplest system, which is the curtain rod, make sure that the system is firmly attached to the wall because people may force curtains.

The decoration

All fitting rooms will profit a lot in having some form of decoration. Here are some ideas:

- A mannequin or clothing form.
- Frames with pictures
- Flowers
- Decals with phrases or drawings.
- Wallpaper, wood, or stone.
- Decorative curtain.

One way to create a more feminine environment is to use unique curtains.

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Curtains with flowers, or with strong patterns, are spectacular. Imagine you were decorating the living room of a house and wanted spectacular curtains. You can apply these ideas to the fitting room curtain.

The fitting room should, whenever space permits, have a bench or chair so that the client can sit or put his personal belongings. Even in a small space, it's possible to place a mini-bench, like the ones children use.

In addition, there will be hangers or hooks for people to put their clothes. An interesting solution is to have two hooks, one is written: "yes, I'll take it", the other "no", you may have a third hook that says "maybe".



Fig. 1 Hooks with the words, yes, maybe, no (in German) Fig. 2 Hooks with the words definitely, maybe, not for me.

You can also put a nice phrase on the wall, or on a frame, like the following picture:

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you look divine

The decor of the fitting room will depend on your style of decoration. A minimalist store will have little decoration, a boutique or vintage store, will have decoration that is appropriate with the decoration of the store.

The floor.

Customers may have to take off their shoes to dress the clothes. Therefore, the floor should ideally have a rug. But the floor must be clean, because no one wants to put their feet on a dirty floor.

On warmer days, it will be better to remove the rug because the rug is warmer.

Another option is to paint the floor, or put a decal with drawings, as in the following figure. The effect is extraordinary, specially if you sell women's clothing.

A customer who sees these designs before trying on the clothes, will be more willing and impressed with the attention that your store gives the details.

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This floor is very attractive

Note: Attached there are files with drawings of mandalas to put on the floor. You can have the designs cut out, on self-adhesive vinyl, using these ready-made drawings.



Ideas for original and feminine curtains

The mirror

The mirror and the lighting is what will make the clothes look better or worse when customers try on the clothes.

The mirror must be of sufficient width and height.

Almost all the mirrors in the large chain stores are made so that people look thinner. And this is not very difficult to achieve. You don't need a

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