

Create an amazing image for your clothing store

Displaying Clothes



Opened clothes along with folded clothes.

Fold clothes halfway (vertically)

This folding is uncommon, that's why it is original. Clothes folded in half, vertically. As in the photos below.



On the left side the detail of how to fold a shirt vertically, and on the right side a table with coats folded vertically.

Fold clothes halfway (horizontally)

Horizontal folding is more used than vertical folding. It allows to see the entire part of the upper half of the garment, which is where prints or logo usually are. Just like the picture below.

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Stacks of clothes partially on top of others.

Displaying stacks of clothes partially on top of one another, causes the display area to increase, and removes the negative space..



A very used presentation to display ties, is to put, in a table, ties in circle and partially on top of the others. This way we get a panel without negative space (you only see ties and you don't see the table)



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Sleeves and legs cuffed

To give a more casual effect to clothing, cuff the sleeves or legs.



Rolled up sleeves

Another way to achieve a "distressed" effect is to roll up your sleeves or legs. This effect can be achieved by wrinkling the clothes.



Left: pants with one leg rolled up, and right sweat shirts with sleeves rolled up.

Tip: *If you have clothes with cargo pockets, put crumpled tracing paper inside the pocket. This way, customer can see the volume of pockets.*

Joint display of multiple products

As we've seen in product demonstration, you should put some products that are on hangers, dressed in each other. Specially products that have difficult combinations. But don't do it on all products. Just a few ones.

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It helps to sell complementary products, and increases the value of the products. This joint presentation should only be done on the first hanger. Back hangers should only have one of the clothes.

Dressing scarves on a coat or sweater is very simple and fast, and instantly improves the image of the set.



Even in clothes that are folded on tables, it's possible to combine with other clothes.

Tags

Garments have two types of tags. Tags that are sewn to the clothing. And the hang tags, which serve to inform prices.

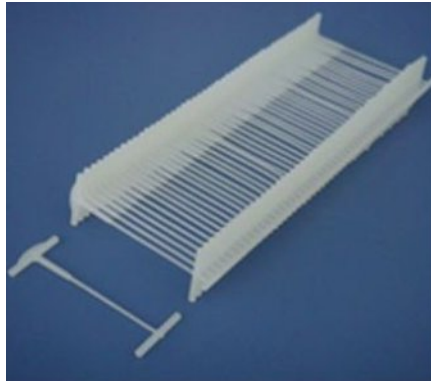
Regarding the design of the tags, this will be studied in another book.

What we're going to see now is how to improve the presentation of tags, simply and economically. Also because if you have a multi-brand store, tags are provided by the manufacturer. But even in this case, it's possible to improve the presentation.

Most of tags are attached to the garment through a plastic part called tagging fastener.

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Tagging fastener and tagging gun

And for most cases, this is a good solution because it's very easy to apply and has a negligible cost.

But you can replace the fasteners with a thread or string and a safety pin.

In vintage stores, you should use twine string. Or alternatively beige crochet yarn.



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Another alternative is a two-color twine.

In boutiques, you can use twine or satin ribbon. The satin should be black, pink, red or white.

In contemporary stores you can also use strings. But keep in mind that the cost is higher than hanging fasteners, and above all, it's time consuming.

If you want more tags ideas see on Pinterest, in the following link:

[hang tags on pinterest](#)

Action Plan

Now you have to select the type of hangers you'll need, and estimate how many hangers you'll need to buy.

To learn more about presentation of products, I advise you to visit chain stores.

Chain stores spend a lot of time creating original and appealing displays. Visit these shops but go with the intention of seeing the clothes displays and nothing more. Do not be distracted by anything else.

Look at the way clothes are placed, the way different pieces of clothing are

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