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Moda y visual merchandising

By Bailey, Sarah

GUSTAVO GILI, 2014. Condition: Nuevo. ¿Por qué vamos a una determinada tienda de ropa y no a otra? ¿Qué es lo que determina que se vendan los artículos de moda? ¿Qué es lo primero que nos atrae de una marca? El visual merchandising es la especialidad que responde a este tipo de preguntas al hacer converger la marca, el consumidor, el producto y el entorno en una misma disciplina. Partiendo de los distintos enfoques de la exposición de producto en el punto de venta, este libro explica de forma clara y detallada la base teórica del merchandising visual en moda y desglosa todas las técnicas y aspectos clave de la profesión. Los autores abordan tanto aquellas cuestiones relacionadas con el planteamiento conceptual del diseño de displays como aquellas que afectan a su materialización final. Así, estudiantes y profesionales encontrarán en este manual la información esencial sobre qué fuentes pueden servir de inspiración visual, cómo crear relatos o secuencias narrativas, cuáles son los puntos de toque y los umbrales en las tiendas o qué recorridos u orientación son los preferidos por el consumidor en el interior de las mismas, entre otras muchas cuestiones. El libro incluye además entrevistas y ejemplos ampliamente...


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