GIVING VM AN INTELLIGENT PUSH

With the 'push' of technology, phy-gital displays today offer much more than just presentation of products and props

By Surender Gnanaolivu

It's now accepted that in retail, 'data is the new gold'. Owing to their business model, online stores have taken the lead in collecting rich data from every shopper who transacts on their platforms. Artificial Intelligence and machine learning are used to forecast shopping behaviour and curate future experiences. Today, data conventionally used by CRM, marketing and operations departments is now also being used by visual merchandising (VM) and store planning teams. This has resulted in the evolution of 'Intelligent visual merchandising', which can be defined as the 'art and science of multi-channel visual persuasion with the objective of enabling a meaningful and enjoyable connect with the consumer'. This multi-channel visual persuasion is focussed on the use of 'Push' data in phy-gital displays, which are expected to be much more than just static presentations of products and props. In intelligent visual merchandising, curated content integrated with displays is pushed to: Inspire, Engage, Advise and Advocate. Each is carefully planned considering the brand's mission, its purpose and proposition criss-crossed with the dynamics of local competition and consumer behaviour.

PUSH TO INSPIRE

The role of Intelligent VM to Inspire helps build the brand's equity and differentiation at the physical visual focal points in the store environment. Technology has enabled intelligent window displays to present visually compelling dynamic brand schemes to grab the attention of consumers, right from the store front. Hollister, the American lifestyle brand owned by Abercrombie & Fitch,

> Surf-inspired lifestyle brand Hollister uses a seamless giant digital window backdrop at the store front to make a spectacular statement about its speciality