



A CHRONOLOGICAL STUDY OF HISTORY OF VISUAL MERCHANDISING PRACTICES

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ABSTRACT:

This paper is a study of past and present of Visual Merchandising, to find a common link and trend flow, which can further help in deriving or forecasting techniques of VM which could be used in future. This study is done chronologically, right from the earliest available known sources of information about inception of this art. This paper can lead the readers through the journey of transformation of art of 17th Century into science of displaying techniques for retailing of 21st Century. A reader will also learn how social, political and economic changes in society have impacted the retail culture and how everything around retail and visual merchandising adapted to these changes for survival. Like all other studies of history, all the information for this paper is collected through trustable secondary sources like published research papers, books, articles, brochures, pictures etc. Source of information is given due credit wherever required. Pictures are used extensively to help readers understand and relate with the journey of retail culture.

Keywords: Visual Merchandising, Mannequin, Retail Store, Window display, Retailing.

1: INTRODUCTION

1.1: Retailing

Retailing is a process of selling consumer goods or services to end consumer. However there is possibility that a consumer is not purchasing personally and there is an end customer who is purchasing on his behalf. Retailing can involve various channels of distribution to supply products / services from manufacturers / producers to consumers. It is different from whole-selling, where large amount of products are sold to few customers, however in retailing small quantity of products are sold to large number of customers.

1.2: Marketing

Just putting a product for sale in an online or offline store is not sufficient for sales. Products do not sell on itself. Even good products need to be marketed, to be sold.

Sometimes just working on the 4P's of Marketing is not sufficient. On a retail front, a retailer may not be able to make any changes in the *product*. Since *price* is also predefined, he might not be able to change that too and sometimes price is market linked and beyond the control of retailer. A retailer cannot just move to another place if everything else is not working and helping the sales. Also customers too have different shopping choices like online and offline stores and similar merchandises are also available easily. Hence *place* also remains uncontrolled. Also running *promotions* on all the products all the time in a store is also not possible for all the retailers.

Hence at last the store itself becomes the ground for the tricky game, called Retailing. A retailer only has this trick called VM to play and charm his customers, which ultimately leads to sales in his store.

1.3: Visual Merchandising

Visual Merchandising helps customers to have an amazing shopping experience. For a Visual Merchandiser, a store is like a theatre. The walls & floor are like stage of theatre. The lighting, fixtures & visual communications makes the set of the stage & the merchandise play the characters in the show. (Upadhyay et. al. 2017)

As per Kanika Aand (2012), in the article “Inspired by the world of art” states that “Indian retail is moving into ‘second gear’ with extensive attempts to constantly meet customer expectations. Given the shift of gear from merely creating awareness, it has its own advantage to harness and challenge to overcome.”

Visual Merchandising is the art of presentation, which puts the merchandise in focus. It educates the customers, creates desire and finally augments the selling process (Mohan & Ojha, 2014)

2: OBJECTIVE

It is an attempt to understand the evolution of Visual Merchandising and to have an assessment over the work done so far. The aim of this descriptive research is to study the different methods adopted by retailers to show case their products.

3: REVIEW OF LITERATURE

Visual Merchandising evolved with the evolution of retail and its formats. Even in the days of barter system, retailers or shop-keepers used to display their products in the best way possible so as to attract another retailer and exchange of goods can happen. The activity of window-shopping appears to be one of the most popular pastimes of contemporary consumer culture. With a seemingly endless repetition, consumers converge to city centres or giant suburban shopping malls to enjoy the visual delights of commodities staged in aesthetically appealing arrangements (Parker, Ken W., 2003). During the 19th Century, displays were alike in both department stores and museums. Might be because retailers didn't have discovered the techniques of visual Merchandising and believed in displaying their products as much they could resulting in overcrowding of products on shelves. Today displays in museums are referred to as **Exhibitions**, while displays in stores are referred to as **Visual Merchandising** (Strege, 1999)

Sarah Marie (2008) in her article on “A History of Visual Merchandising in Retail Stores” said that though there are advanced techniques being used in visual displays, visual merchandising is not a new art form. Even in the days of 18th century, merchandise was presented in interesting and unique arrangements to attract customers.

Janace Bubonia (2013), in her article on “The Evolution of Visual Merchandising and the Impact of three key new trends” said that although there is no documented date for the inception of visual merchandising, it emerged as an important practice during the 19th century. Prior to this time, merchandise was not always displayed and stocked on the sales floor, and the overall layout and arrangement of fixtures and ambience was not a priority of shop owners. In fact, little attention was given to the arrangement and presentation of goods because merchandise was often in back rooms, rather than openly displayed to encourage self-selection. This made it essential for workers to assist shoppers in finding what they needed.

4: RESEARCH GAP

Having reviewed the literature available, it was found that none of the researchers have contributed by providing a comprehensive study of visual merchandising techniques used by retailers. There was no research found which could explain how retailing and visual merchandising evolved since inception and how it is perceived in the current era. The gap realized in this area, triggered this research.

5: RESEARCH METHODOLOGY

To study the past of Visual Merchandising, literature was reviewed; using secondary data which has been collected from authentic sources, published articles, papers and databases. The type of research used is **Integrative Review** of Literature and is **Descriptive** in nature.

To study the present of Visual Merchandising, Literature was reviewed along with **Observational Research**. Prominent retail stores worldwide were observed with special emphasis on stores in India.

6: ANALYSIS

6.1: PRE 17TH CENTURY

The Indian Retailing of lifestyle goods dates back to prehistoric period. Evidences of ornaments, designer apparels, foot wares, handicrafts, paintings and sculpture are found in the excavations at Mohenjo-Daro and Harappa. (Nehru, Discovery of India, 1950) Earlier it was just an open air market and in the absence of currency, people used to barter for goods, which is now considered the oldest system of trade. There are no pictures of that era but it must have looked like current era's Haat bazars, Vegetable Markets, Mandis or Melas where traders used to participate with their goods. Aim was to display their goods as fresh and attractive as possible so as to attract a good barter deal.



Figure 1: A picture of local Haat bazaar in Orrisa, where tribal people still use barter system for trade.

(Source: Author)

6.2: ERA OF 17TH CENTURY

Shop like stalls emerged in market place. People initiated such shops at roadside or at ground floor of their home too. Banaras is said to be India's oldest city. Roadside food stalls at Banaras emerged like this. From centuries people travel to this city and to supply them with goods and feed them, local inhabitants turned their house front at ground floor into small shops and food joints.



Figure 2: Picture of a local chai (Tea) shop in one of the streets of Banaras, India

(Source: http://4.bp.blogspot.com/-_Dqf4HQ-LkU/U4WDSk2V3WI/AAAAAAAAALbk/eqU9kjK0SUw/s1600/DSC_0120.JPG)

6.3: ERA OF 18TH CENTURY

With the introduction of glass and easy availability, retailers started using plate glass in windows. Window space is also increased. However display of merchandise was not among their priority. Retailers didn't focus on presentation and displaying their products more, rather customer used to enter the store and ask about a particular product which was then fetched from the back room by the retailer. There was more of verbal communication than visual communication unlike today. Then slowly, with the evolution of retailing, emerged the concepts and practices of VM. Retailers started believing in "Sensory Experience". They began to display their merchandise for public, instead of keeping them in back rooms (Marie, 2008)

Communication to prospective customers started shifting from verbal to visual.

6.4: ERA OF 19TH CENTURY:

Pre 1895 department stores were dull, poorly lit and goods poorly displayed. (Noelle, 2016)

Visual Merchandising transformed the departmental stores of 19th century into fantasy worlds, where false realities and fictional desires were sold. (Parker, Ken W. 2003)

6.4.1: ESTABLISHMENT OF ARCADES AND GRAND EXPOSITIONS

During the last decade of 18th and beginning of 19th Century, a new format of store design emerged called – Arcades or passages, which were streets covered with iron and glass structure. The main feature of the arcades were their glass skylights, which often stretched the entire length of the passageway. (Marie, 2008)



Figure 3: The Galeries Royales Saint-Hubert, a shopping arcade in Brussels, circa 1890.
 (Source: <https://www.gizmodo.com.au/2014/03/13-stunning-shopping-malls-from-the-dawn-of-consumerism/>)

Arcades being extremely expensive to build were discontinued slowly.



Figure 4: Circa 1900: A shopping arcade in Birmingham.

(Source: <https://www.gizmodo.com.au/2014/03/13-stunning-shopping-malls-from-the-dawn-of-consumerism/>)

6.4.2: GRAND EXPOSITIONS

The next advancement in store design was Grand Expositions. They were like theme based huge fairs, where merchandise was displayed openly. Hindu temples, pagodas, architectural styles and music of Chinese, Japanese, Sudanese etc. were common theme used those days.



Figure 5: A picture of The Great Exhibition at Crystal Palace, 1851

(source:<http://archexpo.net/en/contenu/great-exhibition-crystal-palace-1851#.WQsDidzhWpo>)

In those days the aim of VM was just to display the products for sale using basic methods like folding & stacking on tables or shelves. Such set up required help of a sales person to access the merchandise. This type of display arrangement did not favour Impulse buying. 19th Century also witnessed evolution of department stores with the use of ‘window displays’. This idea later developed into use of two window displays at either sides of the entrance. Marshall Field’s, a dry goods department store at Chicago (started in 1852), was the first to introduce a Window Display of their merchandise.

Departmental Stores were a miniature form of expositions keeping the experience and elaborate and luxurious display setting continued. Expositions were conducted only in few large cities. But a departmental store can be opened everywhere and is open for shopping on all days except on holidays.

World’s first Department store was opened in 1852 by Aristide Boucicaut by the name – ‘Au Bon Marche’/ ‘Le Bon Marche’ , which means ‘The good deal’(Morgan, T. 2011). It was a shop which used to sell all sorts of merchandise under one roof. It was spacious and wanted crowd to wander freely, for window shopping. Currently it is the property of LVMH (Moët Hennessy Louis Vuitton) Luxury Group.

For the first time, women could do one-stop shopping for their household needs. Prices were clearly marked and goods were attractively displayed. It got people talking, not just in Paris, but throughout France and, eventually, the world. (Sabes, S. 2017).

Mason, Emma (2015), in her article in BBC History Magazine mentioned that Selfridges was one of the first shops in Britain to introduce window dressing as a way of enticing customers into the store, in the second half of the Victorian era. This represented a markedly different change in approach – previously, shopkeepers often stood in the shop’s doorway trying to lure customers into the store, a habit which had gained them a poor reputation for ‘greed, pettiness and narrow-mindedness’. Window displays served an educative purpose as well as a commercial one, and they often displayed the latest inventions and ideas, which huge crowds would stop to inspect.

AU BON MARCHÉ

MAISON A. BOUCICAUT

PARIS

Rue de Sèvres, Rue du Bac, Rue de Babylone et Rue Velpeau

PARIS



VUE des MAGASINS, RUE du BAC

Figure 6: Picture of Bon Marche Department Store of Paris

(Source: <https://commons.wikimedia.org/wiki/File:AuBonMarcheCorsetsPage14.gif>)

Gordon Selfridge used to leave lights on at night, after the store is closed at night, to let the public enjoy the presentations while returning from theatre, which led to the birth of –‘Window Shopping’.





Figure 7 & 8: The Selfridges flagship store on London's Oxford Street, 1934.

(Source: <https://www.gizmodo.com.au/2014/03/13-stunning-shopping-malls-from-the-dawn-of-consumerism/#xzXU9cDre4Sgq8BM.99>)

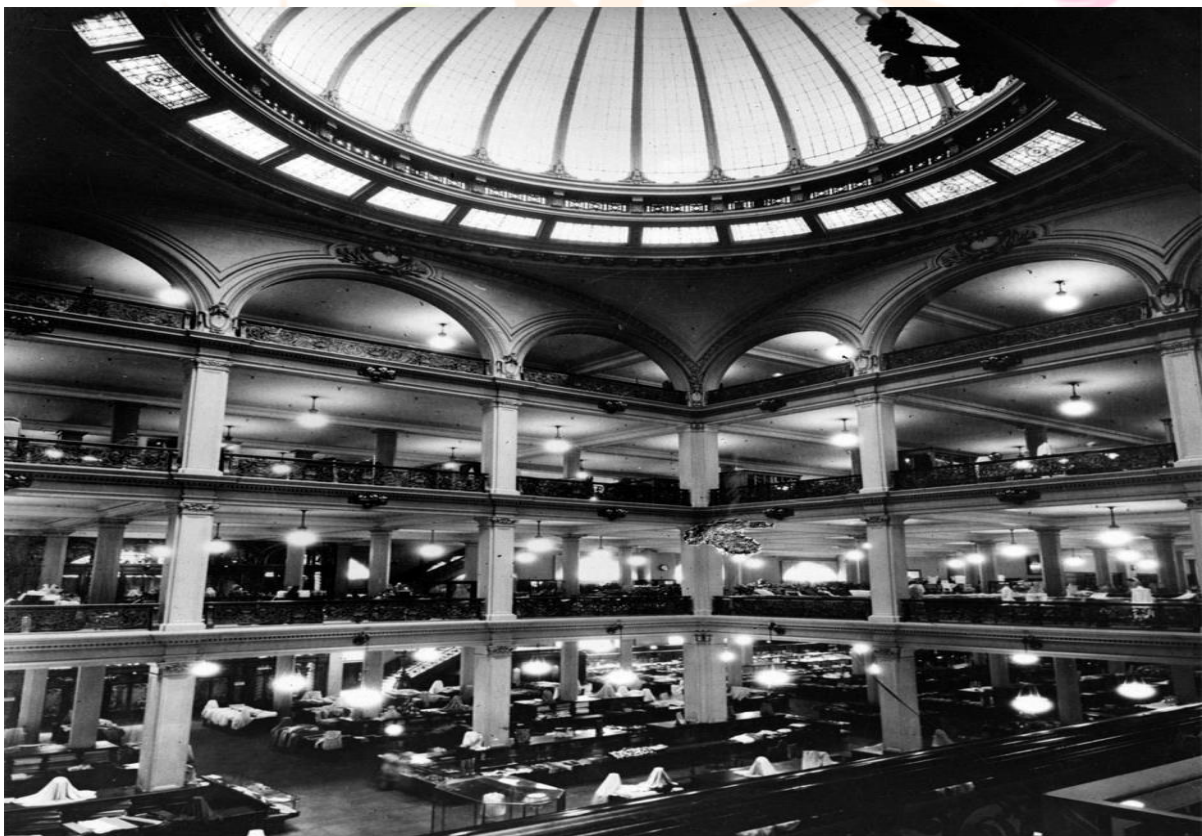


Figure 9: Altman Department Store, New York City, 1906

(Picture source: <https://www.gizmodo.com.au/2014/03/13-stunning-shopping-malls-from-the-dawn-of-consumerism/#xzXU9cDre4Sgq8BM.99>)



Figure 10: Picture of The French Bazaar, Amsterdam, Netherlands, 1913

(Source: <https://www.gizmodo.com.au/2014/03/13-stunning-shopping-malls-from-the-dawn-of-consumerism/>)



Figure 11: Picture of Marshall Field & Company, Chicago, Illinois

(Source: <https://www.gizmodo.com.au/2014/03/13-stunning-shopping-malls-from-the-dawn-of-consumerism/>)

Earlier to Window displays, retailers were not so inclined to artistic appearance of the merchandise display. Also this art of VM was not that much developed and known to all. But later with the development and greater use of window displays, retailers employed on this job, one of their sales persons, with an artistic inclination. The pioneer artists of Window Displays were Harry Gordon Selfridge and Arthur Fraser, who worked for Marshall Field's.

Arthur Fraser was hired at the age of 26, in 1916 and he worked for Field's for 49 years. He was considered to be the best displayman, of his field – Visual Merchandising. His contributions were, reducing the clutter of merchandise, use of red color, use of mannequins, elaborate background, realistic setting.



Figure 12: Picture of One of Mr. Fraser's window displays of 1910

(Source: <https://chicagology.com/business/marshall-field>)

“Frank Baum, founded first VM Magazine in 1895 – **Show Window**. He also founded National Association of Window Trimmers in 1900. He urged use of color, light and deeper windows.” (Noelle, H. 2016).

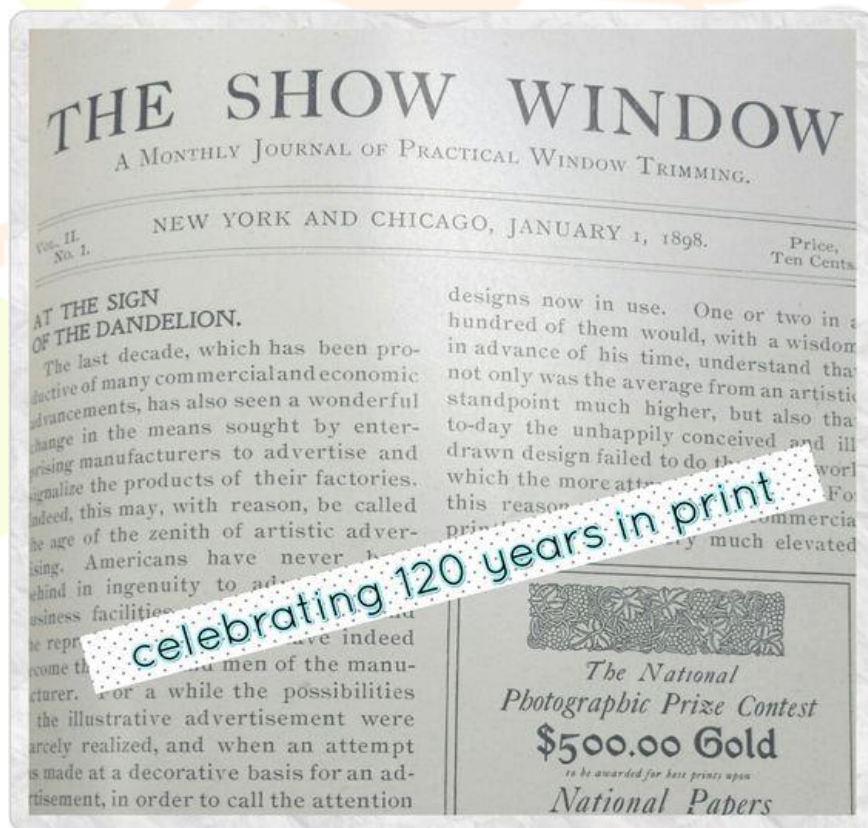


Figure 13: A very initial editions of the magazine ‘The Show Window’

(Source: <https://in.pinterest.com/pin/568298046714205139/>)

The original name of the magazine VMSD (Visual Merchandising and Store Design) is 'The Show Window' which was launched in November 1897. The team of VMSD celebrated 120 years in print, in the year 2017.

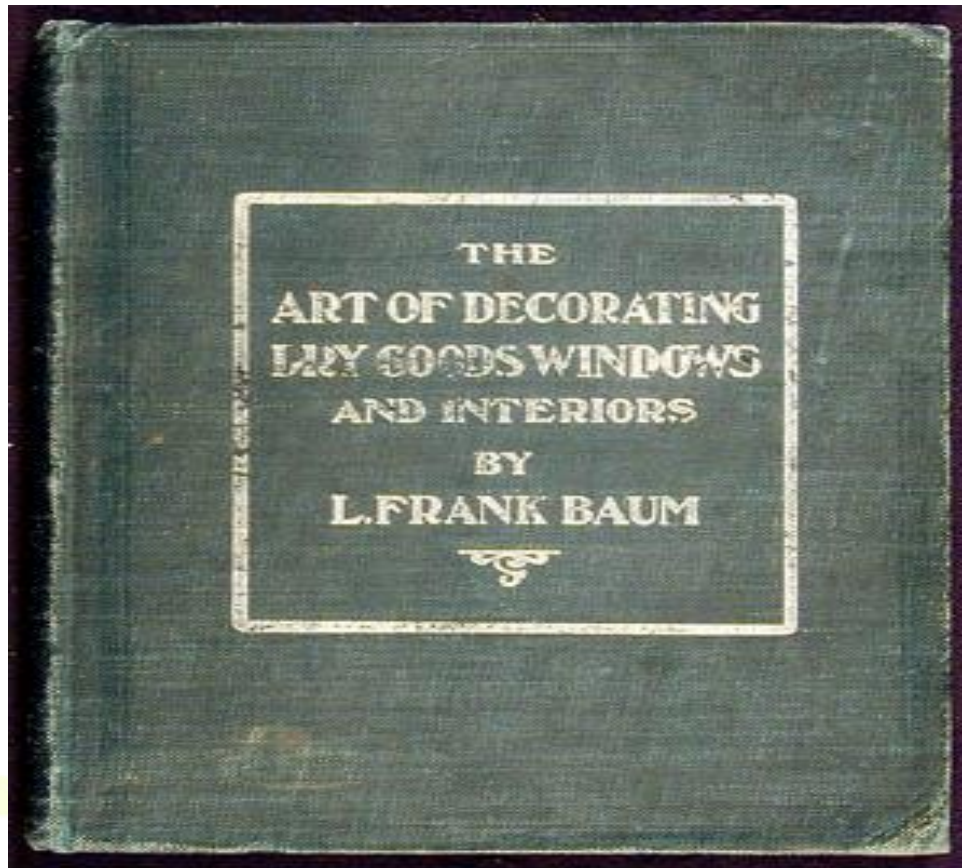


Figure 14: The book “The Art of Decorating Dry Goods Windows and Interior” by L. Frank Baum

(Source: <http://newwwoz.blogspot.in/2013/06/the-non-fiction-of-l-frank-baum.html>)

‘The Art of Decorating Dry Goods Windows and Interiors’ is a compilation and result of the magazine ‘The Show Window’ by the same author – Frank Baum. It was created to help retailers to decorate their windows attractively

6.5: ERA OF 20TH CENTURY:

The Rationing System in India: The evolution of the public distribution of grains in India has its origin in the ‘rationing’ system introduced by the British during the World War II. The system was started in 1939 in Bombay and subsequently extended to other cities and towns. By the year 1946, as many as 771 cities/towns were covered. The system was abolished post war on attaining Independence, India was forced to reintroduce it in 1950 in the face of renewed inflationary pressures in the economy. (Evolution of Retail in India, <https://www.citeman.com/7376-evolution-of-retail-in-india.html>)



Figure 15: D C Khanna & Sons, A Department Store established in 1905 at Dalhousie, Himachal Pradesh, India.

(Source: Author)



Figure 16: A picture of exteriors of D C Khanna & Sons, Dalhoise, Himachal Pradesh, India

(Source: <http://www.tribuneindia.com/news/himachal/community/old-dalhousie-residents-in-trouble-as-hp-govt-fails-to-renew-property-lease/66607.html>)



Figure 17: A Picture of merchandise presentation of FMCG products at D C Khanna & Sons, Dalhousie, Himachal Pradesh, India. (Author's source)

Headless dressmaker dummies were in use till 1912. But they could not be used to accessorize since they neither had arms nor feet. Realistic type wax mannequins too came to existence later but could not find place in stores like Marshal Field's, because of few issues. Wax mannequins looked very realistic with real hair and eye lashes but when exposed to sunlight, it would melt. Such deformed mannequins would not give a good impression of the store and merchandise. To resolve this issue, Fraser introduced mannequins made of papier-mache.



Figure 18: Schreier & Son, Virginia, Window Display 1915 dress and corset fashions

(Source: <http://glamourdaze.com/history-of-womens-fashion>)



Figure 19: Shop mannequins of 1920

(Source: <http://www.bbc.com/news/magazine-25402020>)

Fraser believed that the window is a stage of drama and merchandise and props are its characters. So he introduced life like realistic setting of a drama scene, as his background. He used art nouveau, art deco, Egyptian and Classical art as inspirations of his windows. At Marshall Field's he used to change windows once per week. During Christmas, it used to last two to three weeks. Before his retirement, Arthur had a staff of 50 Carpenters, artisans and crafts-persons in his team and a budget of \$ 1,75,000. He retired in 1944 and died in 1947.

Post Fraser era was devoted to Surrealism with artists like Salvador Dali, Man Ray and Marcel Duchamp. Surrealist artists used realistic mannequins in a fantasy display setting depicting dreams or nightmares. Surrealism lasted from 1936 to 1949.

After Surrealism, it was time for 'Modern Art', which meant use of simple geometric abstractions.

It was in 20th Century that retailers' interest got shifted from window display to interior display. Use of mannequins inside the store was introduced at the Marshall Field's in 1920, replacing the traditional dressmaker forms. Use of elevated platforms was also introduced in the decade of 1950-60. Use of glass counters was also introduced for display of products.



Figure 20: New Market Kolkata, 1945

(Source: https://en.wikipedia.org/wiki/New_Market,_Kolkata)

Above is the picture of New Market Kolkata, taken in 1945 by a military photographer, Mr. Clyde Waddell. According to Mr. Waddell, it was probably the largest market of the east of that era, comprising of around 2000 stalls, which offered almost everything a shopper can ask for. A similar market with same name- New Market, of Bhopal was established in the heart of the city, on the lines of New Market of Kolkata, with similar architecture.

Below is a picture of a local market of Banares in 1937. A Bata store can be easily identified in the picture. This picture also tells us about the way retailing was done in that period. A customer used to reach a store, ask for a product and retailer would then fetch the merchandise either from store racks on back room and hand it over to the customer. Merchandise was usually at hand's reach. Sales was mostly talk-driven or salesman's ability to convince the customer. With the evolution of retail and VM, we have seen a shift from talk driven sales to experience driven sales. Now we have big self-service department stores, where customer can pick the merchandise of his choice, touch and feel it, try it and get convinced by VM elements to finally purchase it.



Figure 21: Local market of Banares in 1937

(Source: https://www.youtube.com/watch?v=Z_LqJ92DFiE)



Figure 22: Chandni Chowk, Delhi

(Source: Samuel Bourne - V&A Museum [1], Public Domain, retrieved from <https://commons.wikimedia.org/w/index.php?curid=4175563>)

The above photograph shows Chandni Chowk, the principal street of Shahjahanabad, Delhi. The sides of the road are lined with shops and artisans selling their wares. It was built in 17th century by an Emperor of India, Shah Jahan and was designed by his daughter Jahan Ara. This market was once divided by canals to reflect moonlight and hence named so. That canal is now closed, but the Chandni Chowk still remains one of India's largest whole sale markets, till date.

6.6: ERA OF 21ST CENTURY:

Visual Merchandising in 21st Century is completely 'Experiential Retailing'. Researches have proved that on 60-70% purchases are impulse. In the history of Visual Merchandising, 21st Century witnesses highest use of technology. There are software to design a window to a complete store. There are motorized moving mannequins, sensors and cameras to record and analyse customers' eye movement and reaction. Signage has gone digital. VM has extended its boundaries to online stores too with the introduction of a new term –'Online VM'. Online VM could be similar or different with Offline traditional VM techniques and elements; it is still an unexplored area of research, and academicians and practitioners are trying to find a connection between Offline and Online VM. Use of technology is helping retailers to find the link between their physical store and e-commerce sites. Retailers are spicing up their brick and mortar stores to keep the customers walking through the door. (Thau, Barbara, Stores go both High-Tech and Homey to Lure Shoppers In, <https://www.aol.com/2012/01/20/stores-go-both-high-tech-and-homey-to-lure-shoppers-in/>)

The current trend in Indian retail stores is use of creative displays with innovative and customised mannequins. This picture is from Lifestyle store, Mumbai where the store have used customised selfie mannequins made especially for their stores in India. These selfie mannequins actually idealize the lifestyle of the target consumers of this store. Also the use of realistic mannequins is also in fashion because consumers aspire to look like the one in the display. Activity based apparels and accessories are displayed using special mannequins like yoga mannequin and athlete mannequin. Yoga mannequins are available in different yoga postures, which can be used to display yoga merchandise and athlete mannequins are being used to display sports goods.

Use of interesting lighting, music and digital displays are new trend setters in retail stores, these days. Digital displays are replacing the complete window displays, with pictures being shown on slide show or videos being played. This technique is not just saving time and labour to create and execute the display but also it saves money and holds the interest level of customers. Also changing the display is much easier and economical. Retailer just needs to change the picture or video being shown.

Lifestyle stores have come up with an idea of counting likes for their window display. So they installed a sensor on their display glass. A viewer just need to put his hand over the specified place on the sensor and his like will be counted. There is a screen installed there too which shows the current counting number.



Figure 23: Use of Like button on Window display of Lifestyle store, Bangalore. (Picture by Author)

Using LED screen is a very common technique to engage your shopper visually. It also saves cost on printing and pasting visuals in the store.



Figure 24: Digital Screens at ALDO store, Mumbai. (Picture by Author)

7: EPILOGUE:

From this research, it is pretty evident that Visual Merchandising started from a need of retailers to invite their customers inside their stores and it evolved and grew into various dimensions with different other motives too like educating the customers, building the brand value and comforting the shopping experience. As well said by KanikaAnand (2012) that Retail in India is in 'Second Gear', which means there is much more, yet to be done in the field of Marketing and Visual Merchandising too. In the last one decade, researchers have excavated a lot in this subject to explore its dimensions but still there is a lot to be discovered than what we know today, which leaves an open ocean for researchers to dive in.

8: CONCLUSION & RESULT:

From the below table no. 1, it is evident how retail and VM evolved hand in hand. Development of VM techniques was always dependent on need and competition. From the era of barter system to the current era of Multi Brand Outlets and E-commerce websites, VM has registered its presence in its own way as per needs of both retailers and customers. Transitions in retail industry depends on various factors like population, economic conditions, political conditions of the country etc. however for ease of study these transitions are categorised century wise. Also it is pertinent to mention that transition in the whole retail industry and thus in VM techniques were not homogenous throughout the world. For example, emergence of Arcades, Expositions and Malls are contribution of developed western countries which were followed by developing countries, much later. In 19th Century when western countries were enjoying world's first few department stores with lucrative display techniques and use of mannequins, India on the other hand, until 20th Century, had only government owned ration stores or brick and mortar (kirana) stores. Indian customers started enjoying visit to department stores / super markets, very recently in 21st Century, which shows that Indian retailers are lagging with respect to retail establishments and Visual Merchandising techniques. And even though Indian customers have tried and accepted new retail formats like malls, supermarkets, department stores etc. they couldn't leave their roots unattended and are still fond of visiting fairs, haat bazaars and local brick and mortar (kirana) store or unorganised retail stores.

Table 1: Evolution of VM techniques**(Developed by Researcher)**

Era	Type Of Retailer / Market	VM Techniques	Reasons
Pre 17 th Century	Open air market, Haat bazaar, Mela / Fairs, weekly markets	Lay down and pilling	No knowledge of displaying techniques, absence of currency, use of barter system.
1600 – 1699 AD	Emergence of Stalls / shops at roadside / streets. Haat bazaars and Melas continued.	Lay down and Pilling continued. Food stalls provided some space for customers to sit, eat and discuss over meetings.	This was the transition period where stalls / shops were getting permanent structure and customers were getting used to of visiting a permanent shop. Food stalls / tea shops were becoming a common place of meeting and discussions.
1700 – 1799 AD	Retailer used shops like store rooms and customers couldn't enter or explore the store. Shops were small and often supported by back rooms from where retailer used to fetch things for the customers. Shops were available only for general / day-to-day items. High valued items / handicrafts artisans used to work only for the elite / royal families, through their workshops.	Introduction of glass panes in store front and windows. No focus on display. It was more of verbal communication then visual communication. Small size of shops couldn't offer much items for sale. Shopkeepers used to stand on shop doorway and used to call and invite customers in.	Glass panes allowed passing by customers on the streets to have a look inside the store which works like free advertisement. Windows were still not used for displays but to let the customer peep inside the store. Small shops were sufficient for small villages / towns. Lesser competition didn't demand focus on display technique because just availability of goods was sufficient for customers. They were like Government owned ration shops in India.
1800 – 1899 AD	Arcades / Passages, with stores on both sides of the street.	Use of glass helped retailers with more natural light and nearly controlled temperature. Communication started shifting from verbal to visual.	Covered streets were popular in western countries with extreme climate. Covered structure protects the market from rainfall, wind and snow fall. This also helped in bringing all the stores at one place. Customers could stay longer in the market. Emergence of a permanent market helped retailers with visibility and communication to prospective customers.
	Grand Expositions	Merchandise was displayed openly	It was a theme based fair with temporary structure which invited retailers from across country or all over the world.
	Departmental Stores in 1852	Folding and stacking on tables / shelves. Window display on either side of entrance. Prices were marked clearly and merchandise was displayed department / section wise.	Retailers started focusing on displaying techniques so as to attract customers and hold them inside the store for longer duration. Such facility for the first time created free mouth to mouth publicity for the retailers. Window displays replaced shopkeepers standing in the doorway.

1900 – 1999 AD	Department Stores continued.	Professional Visual Merchandisers were hired for the first time in 1916. Introduction of dummies and mannequins. Realistic and fantasy window settings. Use of glass counters and elevated platforms was introduced in 1950-60.	Windows were changed every week to hold customers' curiosity. Wax mannequins were getting deformed due to sunlight hence they were either replaced by paper mache mannequins or shifted inside the store. Glass counters were used to display small items or jewellery.
2000 – till date	Department stores, Mall, Super Markets, MBO, SBO, Luxury Brand Outlets, Discount Stores, Ecommerce websites.	Focus on impulse buying and experiential retailing. Technology driven VM, use of software, Online VM, Digital screens.	Higher population is served with more number of retailers, which created a healthy competition in the market. Retailers have realized the importance of VM and hence to attract and lure customers to their stores, retailers are exploring new VM techniques to have an upper hand in the market.

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