

Footwear

THE BEST WAY TO DISPLAY YOUR INVENTORY

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As a footwear retailer, you know making your store easy to navigate and attractive is an important part of selling your products. When customers are drawn to your inventory, they're more likely to purchase from you. Knowing that, how do you display your inventory in a way that entices your customers to want to purchase? **Check out some of the following tips for how to best display your footwear's inventory.**

KEEP DESIGN — Simple

As a footwear store, shoes are always going to be the main attraction. Rather than overcomplicate your space, consider keeping designs simple and clean. Line the walls with just one shoe from each pair and keep the rest of the inventory in the back. This offers a beautiful display without creating an overcrowded space.

Use ——— BACKLIGHTING

When it comes to displaying shoes, lighting can make all the difference. Think of chic, upscale footwear stores. Most stores use backlighting to show off their shoes on the display. Whether you use backlighting on all of your shoes, or use it to highlight your newest arrivals, this is a great way to create an upscale look for your displays and make your shoes more attractive to your customers.

————— Draw CUSTOMERS TO THE BACK OF YOUR STORE

If your best-selling brand is in the front of your store, customers are able to come right in and purchase without seeing what else you have to offer. Whether you display your newest or most popular inventory in the back, create a reason for customers to walk through the store. You'll get a chance to show your customers more products and increase the chance of ringing a multi-item sale.

Place ——— ADD-ONS AROUND YOUR MIRRORS

Mirrors are an important part of selling shoes. Customers want to see what a shoe looks like with an entire outfit. So why not introduce them to other items while they are viewing their completed look? Whether it is additional shoe strings, socks, or even purses, offer them a glance at what else you have to offer to complete their look while they are evaluating whether to purchase.

Learn
= More

Check out our Perfecting Your Store's Layout for a Better Customer Experience infographic for more tips on improving your store's layout.

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