



Visual Merchandising and Display: Studio Access Card

By Martin M. Pegler



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As long as there are shoppers, there will be a need for visual merchandising. Zeroing in on all aspects of the craft—from classic techniques to the most avant-garde developments, *Visual Merchandising and Display*, 6th Edition, teaches readers to present products at their best: color-coordinated, accessorized, and self-explanatory. Hundreds of examples from around the world demonstrate how retailers can reach their target markets by adding interest to window and interior displays. This new edition of the best-selling text also includes sections on sustainability, offering tips for "green" presentation. This book serves as a "how to" for creating a visual look and feel for a brand and optimizing images.

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Editorial Review

About the Author

Martin M. Pegler has been in the field of visual merchandising and store design for over fifty years and has authored and edited more than seventy books. He is an international lecturer on Display, Visual Merchandising and Store Design and an editor of the quarterly publication, Retail Design International.

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