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ОСОБЛИВІСТЬ МЕРЧАНДАЙЗИНГУ В ІНДУСТРІЇ МОДИ
FEATURES OF MERCHANDISING IN THE FASHION INDUSTRY

Fashion merchandising is a broad concept that can be used to describe the entire business component of the fashion industry. Professionals working in the field should be well versed in fashion and styles, as well as possess the necessary knowledge and skills to do business. These include purchases, pricing, marketing, retail outlets, sales of clothing and accessories.

According to the classification created by A.Leksak-Kleimans in the fashion industry »the following are the main types of retail organization in the field of fashion: 1. Department stores (department store) - can be both traditional (with a full set of goods), and specialized. The product in the trading space belongs to the department store itself, which makes its own decisions both on the assortment and on its presentation. 2. Department Departments - Departments can be leased to "outside" companies that make decisions about the range. 3. Middle-class clothing stores (shoes) of the middle class (private label stores) - can be both single and online, representing one line of clothing ("Gap", "Benetton", "Mango", "Mexx"). 4. Multi-brand stores - the assortment in such stores is recruited from different suppliers, the trade is organized similarly to a department store, but, in contrast, such stores are smaller and offer only an assortment of clothing, shoes and accessories, without other product lines. 5. Boutiques - shops of luxury lines and pret-a-porter design lines require a special approach to retail space design, product presentation, service and promotion. For the most part, these are single-brand stores. 6. Second-hand stock centers and stores - retail stores and used clothing stores and markets -

cheap clothing sales sites. All of the above types of retailers of fashionable goods lead to a different approach to choosing a location for the store.

In recent years, there has been a steady trend of "shopping streets" aimed at different price categories of buyers. Stores are selected either by one profile or by one class of consumers. Despite the fierce competition, this grouping allows to obtain the highest concentration of target consumers in one place. This makes it convenient for the buyer to visit one place in the city instead of three or four and a wide selection of goods. Making an entrance group is another important step in merchandising a fashion store. The fashion showcase itself requires frequent exposure changes, good lighting and high volume.

If 5-6 years ago the producers of industrial collections produced two seasonal collections - spring-summer and autumn-winter, then now all the big producers have switched to the issue of 4 seasonal collections for each season, and often each of them consists of several parts. All components of a store's merchandising must be related to the overall concept and overall brand image of the company or brand it represents.

Visual merchandising of the interior of a fashion store highlights the main tools in designing a fashion store. Color - the main element of the moment in the design of a fashion store. Any fashion collection is based on color solutions. It is the color that first attracts the buyer. There are two color concepts inside the fashion store - the color scheme of the interior and the colors of the collections themselves. So, the specificity of merchandising merchandising includes a variety of marketing tools through which visual merchandising professionals create images of retail space to increase customer loyalty.