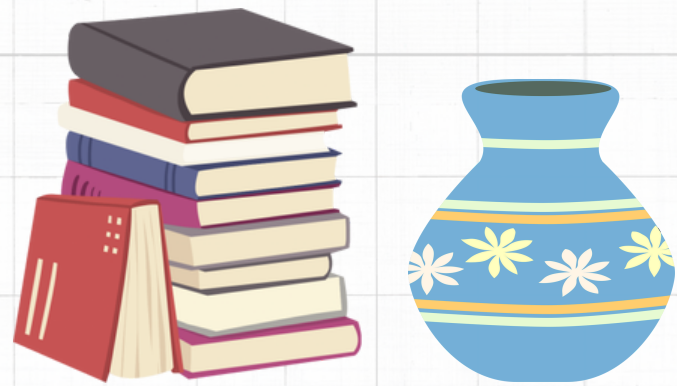


# Merchandising guide:

So you're ready to start putting together your DIY Pop Up Shop – but where to start?

Customers often base their first impressions on what they see – this is why arranging your donated stock in a dynamic and pleasing way or 'visual merchandising' can play a crucial role in enhancing the appeal and even atmosphere of your Pop Up Shop. To help us, our Crisis shop supervisor Melinda has pulled together a useful guide:

'Being visually pleasing is the first step in establishing a connection with shoppers coming to your Pop Up. By learning and leveraging design display techniques, you can easily transform your store into an aesthetic experience your customers will love! It's often smart to use a mixture of both table top and wall space displays in your space if you can. The combination can enhance the look of your Pop Up and provide you with more display options.



You can find lots of props to help you at home - don't be afraid to mix up the types of display materials you use, wooden boxes, clothes rails, trays, bowls and baskets to showcase items (just make sure you label what you want to take back at the end of the day so they get confused with donations!'



Be creative and capture your audience:

'Using colour to group items together creating a visually pleasing display, with multiple layers that will entice and encourage shoppers to take a closer look to see what treasures can be found, be creative and bold, choose a theme or colour pallet, let the display tell a story!'



(Some examples of displays in our Crisis Peckham store)

# Pricing guide:

Pricing can seem like a daunting task, but thankfully Melinda has some advice;

'When pricing items, I personally find Google image searches are your friend! This allows you to upload an image directly and find similar items for sale to compare pricing – great for designer wear. We also find a good way of comparing prices is to visit sales platforms such as eBay, Vinted, Depop etc. which gives a good guide on how much an item is going for and someone can expect to pay.



As a generalised rule, depending on brand and condition, here is a rough guide on our pricing:

- Jeans: Topshop Zara, Stradivarius £8.50-£10  
Levis £18-£22
- Tops: £6.50-£9 depending on style and detail.
- Coats/jackets: £15-£30, depending on brand.



Google  
images



TIP: If in doubt, Google is a brilliant tool! Simply select the 'search image' icon (middle icon in the below right of the search bar). This will generate other images and sites selling close matches to your searched image you can use to make a judgement in pricing.