

# Report :

## Visual Merchandising – Display Project

The Visual Merchandising Display Project was conducted as part of the Visual merchandising (3<sup>rd</sup> Semester) academic curriculum of

B.VoC Retail Operations and Management to help students understand the practical aspects of retail presentation, store layout planning, product display techniques, and customer engagement.

Students were divided into groups, and each team was assigned a specific product category to design, merchandise, and promote within a

**DISPLAY ON VISUAL MERCHANDISING**

**“Turning Concepts into Captivating Displays”**

Step into a world where creativity meets commerce! Join us for a hands-on showcase of student talent as they bring classroom learning to life through innovative display setups, design thinking, and storytelling in retail spaces.

**WHAT TO EXPECT:**

- Live displays & window setups by students
- Creative product arrangements & theme-based decor
- Demonstration of store layout techniques

**Date:** 19/11/25 **Time:** 1 PM - 2 PM

**Venue:** G11

**Faculty Coordinator:** Dr. Sunita Badhwar

Experience the art of selling through sight! Be inspired by how visual storytelling transforms shopping experiences.