

#GLADEOGRAPHIX PRESENTS

VISUAL MERCHANDISING

THE PERSUADER ◀ THE BUILDER ▶ THE CREATOR

DESCRIPTION

Visual Merchandisers are responsible for the store fronts that draw you in. They create interesting displays that showcase certain products on the sales. They use a wide variety of color theory, layout design, and product placement to make their designs readable and appealing to the potential customers.

FAST FACTS
INDUSTRY:
APPAREL &
ACCESSORIES

STARTING MEDIAN SALARY
\$17,500
MID CAREER SALARY
\$26,200



JOB RESPONSIBILITIES

- ▶ Create sketches based on the clients' vision and requirements
- ▶ Visualize a design or specific pieces of clothing and how it will translate onto the display designed
- ▶ Find the necessary props, materials, etc for complete the client approved display
- ▶ Ensures uniformity throughout all displays created
- ▶ In contact with buyers, other clients, and market professionals to make sure that the displays create the desired visual impact

EMPLOYMENT TYPES

DESIGN AGENCY  FREELANCE WORK

SET WORK
(FILM, TV SETS, ETC.)

 RETAIL STORES
(CLOTHING, FURNITURE, KITCHEN, ETC.) 

HOTELS
MUSEUMS  

LEARN MORE ABOUT THIS CAREER AT

WWW. **GLADEO** .ORG