5 principles of presentation for optical merchandising
1. CREATE FOCAL POINTS

A focal point is a specific point that appears to dominate a given display. Create focal points within your displays to draw attention to them.

Focal Points can be created by using the following:

• Signage and/or images
• An assortment of Merchandising Accessories
• Lighting (spotlights)
• Props (seasonal or general)

TIPS FOR CREATING FOCAL POINTS

• Creating contrast or Emphasis
  For example: If your display has a lot of neutral colors in it, add a focal point by choosing a prop or photograph that has a bold or bright color.

• Utilize Size
  Size is another way to create a focal point. In your display, surround one large object with smaller ones - but be sure to keep your display balanced.

• Use Pattern
  Pattern uses the repetition of shapes, size or color to create a focal point. For example: place a couple rows of sunglasses in the middle of regular frames to draw the eye and bring attention to this area.
To be most effective, the presentation of your merchandise must achieve what will be perceived as a pleasing distribution of weight.

To accomplish, mentally divide each display area in half vertically. Then look to see if the size, color and quantity of merchandise appear equally distributed between the right and left sides. If not, correct any imbalance.

You should also divide each area in half horizontally and look at the size, color and quantity of merchandise in the top half versus the bottom half. In this plane, an imbalance is permissible, but only so long as any added weight is on the bottom half of the display, as this creates the impression of a stable base – a pleasing distribution of weight.

**DIFFERENT WAYS TO BALANCE YOUR PRESENTATION**

**Symmetrical Balance**
When you can draw a line down or across the middle of the display and they create a mirror image

**Asymmetrical Balance**
Abstract balance that utilizes arranging different visual weights - example: pair one large item with several small items to create an asymmetric balance
Fill all of your display areas with mass quantities of merchandise and always keep your stock looking full. The more product you have on display, the more confident your customers will feel that you have what they want. And in the case of eyeglass frames, never, never leave visible frame supports empty. If you can’t fill them, use Merchandising Accessories in their place. Empty frame supports can leave your customers feeling they’re just looking at leftovers.

Mass Merchandising also means taking maximum advantage of your display areas. Purpose built frame displays are generally designed to accomplish this, but showcases and shelves are almost always under utilized in displaying frames unless small counter displays and risers are used in or on them to display more frames per cubic foot.
4. STYLIZE

Whenever possible, group frames by style and then present them from lightest to darkest from left to right, or top to bottom. If from top to bottom, put the darker colors or heavier frames on the bottom.

5. ROMANCE YOUR MERCHANDISE

Embellish your merchandise with props that compliment it.

Use athletic props like shoes, a tennis racket or a soccer ball to draw attention to sports vision products. Use back to school props to showcase children’s frames towards the end of summer. Use holiday and seasonal props as holidays approach and season’s change.

It’s hard to go wrong with props as long as you follow the rule of balance and use only props that enhance your merchandise, not overwhelm it.