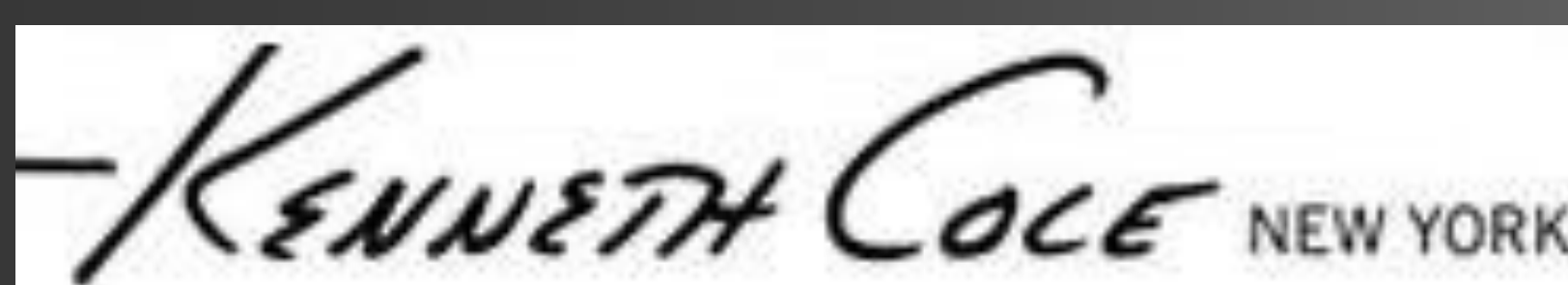


MERCHANDISING AWARD OF EXCELLENCE COMPETITION ENTRY

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PURPOSE

- To apply merchandising knowledge and skills to an existing fashion product line
- To research merchandise brand and retail store
- To conduct in-store observation and analyze existing merchandising conditions
- To develop recommendations for improvement of the brand's store presence and sales
- To communicate ideas in a written report and visual presentation boards
- To follow guidelines for preparation of an entry in industry-sponsored student competition



RECOMMENDATIONS – “BRING THE BRAND TO LIFE”

Draw customers in, enrich customers' knowledge of company, & differentiate brand with:

- In-store digital TV playing video footage of current KCNY runway show
- Bold signage to identify products and boundaries of merchandise area
- Informative, legible and easy-to-read hangtags on merchandise
- Fewer hangers of like style on racks--turned & tilted in same direction
- Mannequin displays placed directly in front of the KCNY merchandise
- Catalog available at cash register providing colorful, visual, product-related stimulation

RESULTS

- Application of knowledge and skills to “real world” setting
- Improved observation, research, and written & visual communications skills
- Personal growth through creative challenge at industry-level standards
- Work judged by panel of industry experts and displayed at industry event
- Certificate of achievement and cash scholarship award
- Recognition by general public and peers, experts and prospective employers in fashion field

