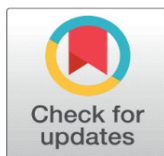
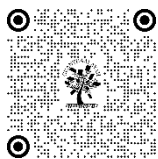


CLOTHING SHOWROOM DISPLAY TO FETCH IN CUSTOMER ATTENTION: A REVIEW

Zeenat Ansari ¹  , Sejal Gupta ¹  , Nisha Sharma ²  

¹ Bachelor of Interior Design Student, School of Architecture and Design, KR Mangalam University, Gurgaon, Haryana, India

² Assistant Professor, School of Architecture and Design, KR Mangalam University, Gurgaon, Haryana, India



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Corresponding Author

Zeenat Ansari,
zeenatansari2003@gmail.com

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ABSTRACT

A clothing showroom of a clothing company in which clothes are on display or sale in a space created by their brand or company. The clothing showrooms have facilitated the process of selecting clothes and purchasing them, like the placement of women's and men's clothes in a particular space. This research paper examines the clothing stores to determine the lighting, furniture, and display is designed to hold customer's interest and fully utilization of spaces through case study of various brand's clothing showroom.

Keywords: Showroom, Retail, Foot Traffic, Display, Clothing

1. INTRODUCTION

A cloth showroom is a place where clothes are displayed for customers or buyers to purchase for their own use [Ridenour Sara \(1992\)](#). They are usually big space where business displays their product and encourage people to buy them [Ramayah & Leen \(2013\)](#). A good showroom layout can attract foot traffic and make it easy for first-time customers to find what they are looking for and to achieve

their interest in shopping. Many concepts have emerged in design, including interactive interior design, which is where the interaction between the user of the place and the design is achieved through the use of digital technologies inside it [Obeidat et al. \(2020\)](#).

Space requirements of a clothing showroom include- an entrance, display area, rotating stands or mannequins' area, cash counter, trial room, store room, boutique and powder room. With regard to clothing stores, there are a number of basic design elements, which entrust the interior designer's work to achieve the aspects of use and aesthetics like shop interface, traffic lane, display units, mannequins, floorings, ceiling, mirrors and walls. The street entrance is the most dramatic and formal entrance, which prepares the customers for the image of the showroom. Another importance of the entry is the façade impact [Ridenour Sara \(1992\)](#). The purpose of this study is to understand the relationship between man, space, materials and customer attention. It particularly focuses on the different methods of clothes display and how it attracts customer attention.

2. METHODOLOGY

This exploratory research includes qualitative analysis of live case studies of clothing showrooms on various display aspects. The criteria for selecting case studies chosen is the methods of displaying and lighting in branded showroom which includes, Trends women, BIBA, Soch, only. The lighting, color, cloth display, acoustics, display highlights are the parameters of the study which attracts the interest of customers.

3. DISCUSSION

In this section of case study of four clothing showrooms of women are observed and studied in Airia Mall located in Sector 68, Gurugram, Haryana 122101.

3.1. TRENDS WOMEN

Type – Western and ethnic wear

Figure 1



Figure 1 Front Display

Source Author

Figure 2



Figure 2 Entrance
Source Author

3.1.1. STOREFRONT DISPLAY

The storefront of the showroom is displayed with two large banners, six mannequin's and a banner stand to advertise their ongoing sales and offers. They have a glass sliding door entrance in a center and both sides glass display has been done. As the entrance of showroom, there is a cash counter. The front display is emphasized with a boundary of black colored panels and strip lighting.

3.1.2. CLOTH DISPLAY

The display of clothes is done on racks attached with wall, standing hanger stands and fixed racks. The different types of clothes like Kurtis, pants, tops etc. are placed under different clothing sections so the customers can easily reach to their requirement. The categories of clothes are divided into different spaces with the neon light name at the top of cloth column. Most of clothes are folded and some of them were hanged for display the type, style and sizes of cloth.

Figure 3



Figure 3 Cloth Display
Source Author

Figure 4



Figure 4 Cloth Display

Source Author

3.1.3. COLOR

The showroom color theme is based on pastel colors of brown.

3.1.4. LIGHTING

Recessed light and track and rail lighting were used. The lighting was in such a manner that the customers can see the clothes and the insides properly. The natural light comes through the glass door placed at the entrance.

3.2. BIBA

Type – Ethnic wear

Figure 5



Figure 5 Entrance

Source Author

Figure 6



Figure 6 Front Display

Source Author

3.2.1. STOREFRONT DISPLAY

The front structure is highlighted by a border of reddish-black panels with strip lighting and its brand name in the center. The showroom's storefront is emphasized with a led screen in the corner and two adult and one child mannequins in the center, defining the types of garments available.

3.2.2. CLOTH DISPLAY

Clothes are displayed on steel-framed hangers fastened to the wall and a few standing hangers. They have classified their locations into specific clothing categories such as chic, classic etc. There is also a section for children's clothing. The carved metal frames with flower designs over the vacant area are designed. Clothes are split into different places by the positioning of specific dressed mannequins at each sort of cloth row. All of the garments were hung, making it easier for customers to choose their clothing. The same golden coated metal hangers with varying captions of type of cloth are placed around the space.

Figure 7



Figure 7 Cloth Display

Source Author

Figure 8



Figure 8 Mannequins Display
Source Author

Figure 9



Figure 9 Lighting
Source Author

Figure 10

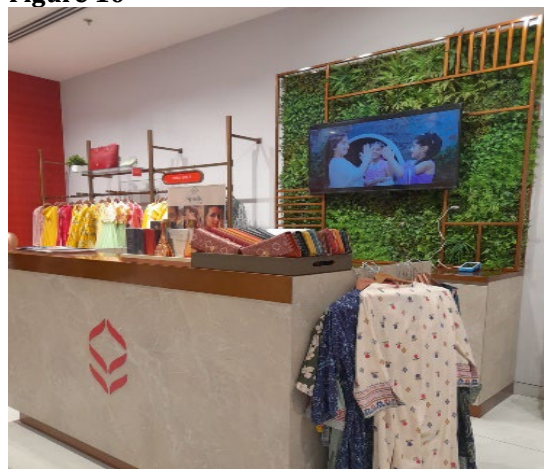


Figure 10 Cash Counter
Source Author

3.2.3. COLOR

The showroom color theme is peach color with a pinch of red. The earthy vibe is given by placing plants and wall grass channel at the counters back.

3.2.4. LIGHTING

Recessed white light is used in all over showroom. Over the cash counter there were round suspended lights creating emphasis.

3.3. SOCH

Type- Indian Wear

Figure 11



Figure 11 Entrance

Source Author

Figure 12



Figure 12 Front View

Source Author

3.3.1. STOREFRONT DISPLAY

The storefront of the showroom is displayed with seven mannequin's and in its center one women mannequin' and hanged clothes were placed together. They have a glass folding door entrance, that after opening it the showroom is fully-opened to the mall's lane and the door are inserted to the wall. The front structure is emphasized timber partition used at the back of two mannequin's and with a

boundary of black colored panels with white recessed lighting and its brand name in the center. At the entrance at right hand side the cash counter is place.

3.3.2. CLOTH DISPLAY

They have divided their spaces into a particular category of cloth like kurta sets, kurtas, bottoms, dress materials, salwar suits, sarees. The display of clothes is done on steel framed hanger and wooden racks are attached with walls and few standing hangers, and clothes are display at the center. The categories of clothes are divided into different spaces with different types of clothes names. Most of the clothes are folded and some of them were hanged for display and at the center few clothes are placed. The display of clothes is racked at the wall at the bottom to the minimum height. They used mannequins for display the clothes. So that workers are required for showing clothes to customers.

Figure 13



Figure 13 Stand Display Mannequins

Source Author

Figure 14



Figure 14 Seating Area

Source Author

3.3.3. COLOR

The showroom color theme is a white color with a brown color texture are used in the wall. The earthy vibe is given by placing plants and a wall grass channel at the counters back.

3.3.4. LIGHTING

Recessed white light is used in all over showroom.

3.4. ONLY

Type- Western Wear

Figure 15



Figure 15 Entrance

Source Author

Figure 16



Figure 16 Front View

Source Author

3.4.1. STOREFRONT DISPLAY

The storefront of the showroom is displayed with two mannequins under the glass frame and in its used at the border of the showroom used aluminum jail pattern and its center two women mannequins and clothes are racked were placed together. They have a shutter are used entrance, that after opening it the showroom is fully-opened to the mall's courtyard.

3.4.2. CLOTH DISPLAY

They have divided their spaces into particular category of shirts, t shirts, jeans, pants, and other. The display of clothes is done on steel framed hangers attached

with wall and few standing hangers, and clothes are display at the center. The organized clothes are categorized into different spaces with different types of clothes. The clothes are displayed on open steel framed cupboards few are hung and few are folded. The clothes are hanged in the wall for display and at the center two mannequins are placed at the upper height. The clothes are organized path way of clothes. All the dresses are hanged in a manner that the people can see it properly and find their dresses in an easy way without any help of the sales person. Lighting of the showroom is very much efficient which will directly impact to the clothes and will help the customer to see it properly.

Figure 17



Figure 17 Wooden Panel

Source Author

Figure 18



Figure 18 Recessed Lighting

Source Author

Figure 19



Figure 19 Steel Hanger
Source Author

3.4.3. COLOR

The showroom color theme is yellow color with a grey stone texture are used in the wall. The wooden panels at the counters back.

3.4.4. LIGHTING

Recessed white light and the emphasized are the suspended fluorescent lighting and suspended lighting is used in all over showroom and the yellow contemporary lights are used on the wall. Natural light is coming from the courtyard of the mall.

4. RESULT AND CONCLUSION

Table 1

Table 1 Comparison in Case Study

| S. no. | Parameters | Cloth Display | Clothing section division | Lighting | Color of Background wall |
|--------|--------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. | Trends Woman | Clothes are stacked on rack which is fastened on wall and few clothes were hanged in front view giving clarity in design and easy to define the type of cloth. | A particular category of cloth is divided using strip light name heading at its top. | Off-white color in track and rail lighting were used to highlight on display of clothes. So that the true color of clothes is visible. | Brown light Pastel Colors were used and in front contrasting clothes colors were displayed. So that the clothes were easily visible to customers. |
| 2. | BIBA | Steel framed hanger and mannequin were used to represent clothes. The categories of cloth are divided by a name plate and a mannequin. So, it is easy for customer to identify the type and design. | Name plate welded at the top of framed steel hanger and mannequins are used to divide the types of clothes | Off-white color in track and rail lighting were used to highlight on display of clothes. So that the true color of clothes is visible. | White and red background colors with contrasting color of cloth on mannequins are used. |

| | | | | | |
|----|----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| 3. | Soch | Clothes are displayed on wooden rack fastened on wall. Few mannequins were placed to show the design. All the other clothes were stacked on rack making the clothes design and type not visible. | Name plates were placed on each rack to identify the type of cloth. | In the showroom, recessed white lighting on the ceiling was used, and it evenly illuminated both the clothes and the surrounding area without any specific focus. | Brown colored texture is used in background and dark color clothes were placed which gets merged with background, making it difficult for customers |
| 4. | ONLY | Clothes are displayed on rotating and fixed steel hanger which are attached to the wall, clothes were hanged in front view, defining the design of cloth hanged behind | Clothes are only divided by placing particular category of cloth together at one place. Clothes are classified with visual identification of customers | In the showroom, yellow fluorescent lights were suspended to create emphasis, while white lights were used to highlight the clothes. | Yellow with grey stone texture is used and both light and dark color clothes were hung, giving a pleasant look. |
| 5. | Analysis | Staking clothes on racks shows clarity and neatness. Few clothes should be hanged in front showing the type of cloth. Mannequins are preferred over nameplates because they provide a visual representation of cloth. | At the top of each column name plate identification should be used with mannequins for easy recognition of particular types of cloth by reading and visualizing. | Yellow lighting can distort the true colors of the clothes and affect their visibility, making them appear differently than they actually are. So, white light should be used because it gives the right appearance of colors used on clothes. | Background color and the color of the clothes should be in contrast, So the true color of the cloth is visible to the customer. |

Source Author

There are many ways to display clothes which can attract people and easy to find and properly see them. Various components of a clothing showroom are its shop interface, traffic lane, display units, mannequins, floorings, ceiling, mirrors and walls. The parameters like lighting, color, cloth display and type division were analyzed on the basis of customers' interest and after comparison is defined, which should be used in clothing showroom. It is concluded after determining the expenditure, aesthetics and usage are as follows-

4.1. CLOTH DISPLAY

A well-organized and visually appealing display can showcase the clothing items in the best possible light and help customers easily navigate the store. In the case study it is observed that, the method of displaying on racks is good for aesthetics but it adds to the labor work of showing and then folding clothes and placing them in that column, So the hanging display of clothes in rod hangers is more convenient because, from its front display, customers can identify the type, material and design of the cloth. The particular type of cloth can be hanged one after the other making the footfall of customers easy, requiring less space and reducing labor work of stacking clothes.

4.2. TYPE IDENTIFICATION

The particular type of cloth should be defined by customers easily, so that it directs the footfall of customers to their requirements easily. This can be done by placing mannequins and name plate.

4.3. LIGHTING

Properly chosen lighting fixtures, placement, and intensity can enhance the overall aesthetic of the space, give focus on cloth and attract customers' attention. So, it is concluded that track and rail lights are more convenient, as they are not only fashionable, but also functional. These lights are unlike any other light fixture in their adjustability and flexibility. The moveable heads made it simple to focus light precisely where you wanted it. Only white light should be used, so that it reflects the true color of cloth.

4.4. COLOR

Interior design themes make it easier to find what you're searching for, and they also help tie everything together, resulting in a more polished overall aesthetic.

In conclusion, a well-designed and proper clothing display in a showroom is crucial for attracting customers' interest, promoting products and driving sales. By considering various parameters such as cloth display, type division, lighting and color of background wall, a clothing showroom can create an engaging and unique clothing display that sets it apart from competitors in the cloth showroom industry. A carefully curated and designed clothing display is crucial for a clothing showroom to bring customer's interest. It serves as a platform for showcasing the latest fashion trends, highlighting unique features of clothing items and creating an enjoyable shopping experience. As per the study, there is a lack of research on the display of clothing showrooms, So, further research can be done on this topic.

CONFLICT OF INTERESTS

None.

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