A solution to realise virtual Visual Merchandising concept

The advantages of Retail Visual Merchandising (RVM) solution:

1. You build your Store plan in **3D from a 2D plan**, integrating all details, lights, mirrors, shop windows...

2. You import your store furnitures, mannequins, display (in format OBJ, 3DS, KMZ, DAE, …)

3. You integrate the garment collection with a **3D Modeler from your drawings (Sketches)** or Pictures in real dimension. (Hanging or folded). You can **visualize your collection before launching the production**!

4. You organise your **Merchandising database** (including products, accessories, poster, mannequins, furnitures, …) and **create as many assortment as you wish**.

5. You create your Merchandising concept in 3D working in 2D to **communicate the instructions to the Visual Merchandising team in Stores**. (Garment planogramms, corners, etc)

6. You generate your Merchandising concept in .pdf, as a **storyboard**, or with a **video** to visit virtually the Store. You can define the **zoning plan**, your **merchandising book** and simulate the customers visit in Store.

7. You link your sale data to your merchandising chart to present, adapt or modify your strategy.

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Retail Visual Merchandising is a tool to create virtual merchandising concept in few hours and to communicate internally as well as externally how to implement a collection in Stores.

Store Building (A)
To create a Store, you can integrate a 2D architect plan and add easily all elements such as walls, doors, floor, lights, poster, display. RVM has a library of materials but you can also integrate your customised elements. You work in 2D and see automatically the result in 3D. You can create also your shop windows with mannequins pictures. A 3D modeler for shoes and accessories is integrated in the RVM solution.

Zoning Plan creation (B)
To create a zoning plan, you have tools and arrows to shape cold and hot zones. It calculates automatically the concerned surfaces.

Furnitures Integration (C)
Your furnitures, previously created in a 3D tool, can be imported easily with universal files. The detection of flat surfaces (to place folded clothes) or rod (to place clothes on hangers) is done automatically thanks to an algorithm. It helps a lot to place all products in your merchandising concept. You can move the furnitures, with measures.

2 way to integrate products in 3D
You can import and model your product in 3D individually or in pack.
- Importation of vectorial drawings or Sketches from your PLM to realize beforehand your merchandising chart and visualize your future collection. (D)
- Importation of cropped pictures (Packshots). Scanshoots system allows the automatical importation of cropped pictures with their measures. Picture scan be taken with or without hangers. (E)

Merchandising adaptation vs sale
To improve your merchandising plan, meaning also your sale, you can integrate sale data from your ERP system (Sale price, Margin, Stock quantity, …) and adapt your merchandising strategy!
RVM solution is compatible with all SGBD.

*The RVM solution is available in Windows or Mac OS X version and developed in Java OpenGL.