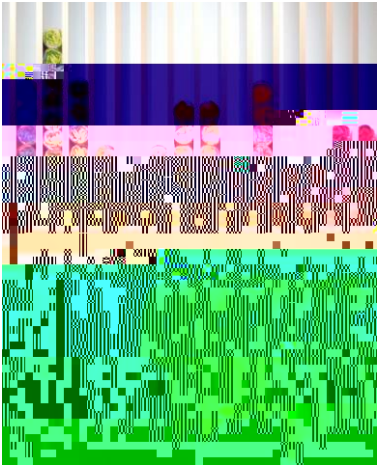




5 key rules to follow

1



Colour is King



3



Create a focal point

2



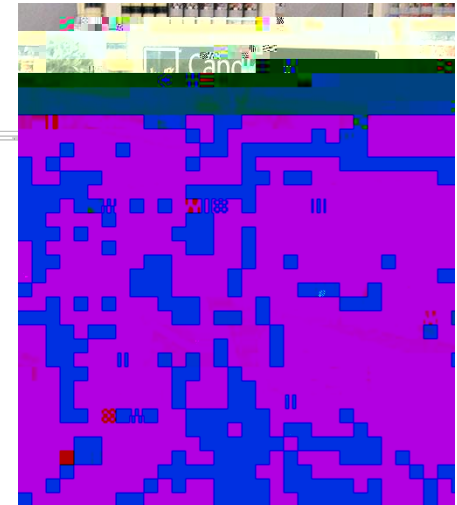
Use empty space well

4



Tell a story

5



Expose customers to the maximum amount of merchandise

