

ADVICE

Behind the Scenes



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Blue Lagoon

Contrary to popular opinion, cramming every last vase in the stock room on one display unit will not increase your total vase sales. Customers want to be inspired and expect you to “curate” interesting collections. These compositions are brought to life by mingling a variety of shapes, sizes, shades and materials.

Notice how the mustard vases create an inverted triangle? This merchandising technique is employed to lead the customer’s eye through the display and to create balance.

Small to medium-sized vessels and visually lighter pieces, like the tall-necked blue vase, are best displayed at eye-level, while heavier containers feel more at home closer to the ground.

The two levels are connected by colour and by repeating the texture of the hexagon lantern on top with textured vases below.

Tiny objects, such as the bird and piece of coral, were added to portray a home-like setting and to encourage customers to step in for a closer look.

Blue hexagon lantern on top shelf, Abbott, 800-263-2955, www.abbottcollection.com; Yellow hurricane lantern on top shelf, Accent Imports, 800-263-3551, www.accentimports.ca; Floor cushions and blue textured vases on bottom shelf, Candym Enterprises, 800-263-3551, www.candym.com; Birdcage and blue vase with offset neck on bottom shelf, Indaba Trading, 800-746-3222, www.indabatrading.com; Blue bottle-neck vases, bird and small yellow vase on top shelf, white metal tealight holder on bottom shelf, Muti, 800-705-2611, www.emuti.com; White accent table, Que Spaces, 800-387-1777, www.quespaces.com; Long-necked blue vase and tall yellow vase on top shelf, and short yellow vase on bottom shelf, Torre & Tagus, 800-423-4417, www.torretagus.com

Simplicity and repetition result in a visually arresting display



PHOTOGRAPH BY LUIS ALBUQUERQUE

Building Blocks

Blue and yellow vases and vessels in a variety of materials, textures and heights are required to recreate this look.



Ray of Sunshine

Celery bamboo vases add just the right hint of yellow to this otherwise all-blue display. Bamboo vases, \$53 to \$88 retail each, Torre & Tagus, 800-423-4417, www.torretagus.com



For the Birds

A blue birdcage dangled above the console table leads the eye up into the display. Birdcage, \$68 retail for two, Indaba Trading, 800-746-3222, www.indabatrading.com



Texture Interjections

Occasional doses of pattern are required to keep this grouping from becoming too monochromatic. Lantern, \$50 retail, Abbott, 800-263-2955, www.abbottcollection.com