



COLOUR

85% of shoppers say **colour** influences their purchase

Attracting attention



The finishing touches

DECOR

52% won't return to the store if they dislike the **aesthetic**



this must be the place

COMMUNICATION

Signage in colour is 42% more likely to be **read** than in black and white

Telling the story



Perfect placement

LANDSCAPING

Create clear product **focus**



TEXTURE

5.6% stated that physical **feel** was most important

Touch and feel