



PAVE 2008 Student Design Competition



Visual Merchandising Design Category Challenge

Macy's, a full line department store, wants to establish an iconic 'Visual Style' that can be executed across all of its 700+ stores. The objective is to set a unique direction that is identifiably recognized with Macy's for all key display statements. This 'Visual Style' should use specific equipment, equipment placement, merchandise and styling techniques, use of color, and other concepts that would be expected in any Macy's store and that help establish and support the brand experience. These best practices should be unique to Macy's and executable in any Macy's location. Designs should include both freestanding displays located in highly visible locations and secondary displays positioned within merchandising statements.

General Requirements:

- Common best practices should focus on imaginative ways to present fashion apparel Ready to Wear, but may be adaptable to any other family of business
- Display points should consist of approximately 100 – 250 sq. ft.
- A unique display highlight fixture may be designed and incorporated into the composition as a component of the project and used with existing traditional display equipment
- Macy's uses traditional display equipment consisting of mannequins, forms, wardrobers, and other equipment. Designs can include new equipment and/or reuse of existing equipment
- Display techniques should follow a consistent concept and be repetitive across all families of businesses
- Include 3-4 different display techniques that are appropriate and can be executed across all families of business through the store
- The primary focus should be on unique ways to display outfits, illustrate seasonal trend ideas, and demonstrate to the customer how to put together outfits and trends
- Concepts should be limited in the use of graphics and other printed materials, and should rely primarily on the actual merchandising techniques and clever use of display equipment
- Concepts should be fresh, friendly, fun, clean, simple, modern, and adaptable in multiple environments

Entry Format

In a presentation booklet (up to 8-1/2" x 14") and using no more than 12 pages, the proposal may be hand drawn, rendered, photographic, and/or computer generated. Include the following:

- Concept statement, limited to two paragraphs
- Plan and elevation of display statements—display equipment and/or fixture/equipment
- Graphic drawings showing composition—color perspective or isometric of each technique design (hand drawn, computer rendered, or photograph of a scale model)
- Any auxiliary materials or concepts

See "Entry Requirements" section (following) for mailing, deadline, and additional general entry information.

Entry Requirements (for both categories)

The students name and school name is not to be visible anywhere on the presentation pages or cover. Complete and print a copy of the entry form at www.paveinfo.org along with the disclaimer, and include both completed and signed forms with your entry. Students are advised to keep a copy of their entries, as entries will not be returned. Judging criteria will be posted at www.paveinfo.org.

Send entries by November 3, 2008, to:

Macy's
Attn: Randy Pender
11 Penn Plaza - 11th Floor
New York, New York 10001

Please do not contact Macy's with any questions or concerns. This address is for entries only.