



Hello

It's time to make a statement with your business.



You don't sell what everyone else is selling, so why should your business look like just another store? How would it feel to inspire your customers the moment they walked through the door?

My name is Sheena Birt, and I'm the owner of Color Story Studio. We work with businesses, primarily retailers, to transform their in-person guest experience through visual displays, custom lighting, and art installations.

In our Prime Now culture, it's not easy to get a person out of their house to visit a place in person. Businesses that work with Color Story Studio use their unique look as brand assets in their marketing and social media strategies. Suddenly your customers will be taking selfies and doing the marketing for you!

Color Story Studio is passionate about setting your business apart from the rest. When you're ready to break away, we can't wait to work with you!

See what the fuss is all about! Follow us @colorstorystudio.



Services

When customers visit your business it should be an experience, not an errand! Color Story Studio offers a range of services from a space assessment to custom design solutions with the goal of helping your business become more popular and more profitable.

Your business could be a destination. Color Story Studio can get you there.

Consulting

- 90 minute store assessments, focused on merchandising, display and DIY ideas for immediate improvement.
- Fixture sourcing and floorplanning for high impact transformation of your store and your customers' experience!

Merchandising

- Book a one-time full merch day or recurring monthly merchandising
- Focused on creating fresh product presentations
- Photo-worthy content to share on social media for days, or weeks!

Studio Sessions

- Merchandising training for you and your team
- Learn the strategies that will attract customers and boost your revenue!
- Increase your confidence to lead your team!

Custom Visuals & Store Design

- Define your brand through seasonal and permanent displays.
- Our design-make-install approach delivers one-of-a-kind decor, while giving you back your time.
- Inspire customers to visit in person and become a destination!

DIY STORE ASSESSMENT -Merchandising & Display-

Congrats on taking the first step to improving the overall look and feel of your store! This assessment is designed to provide clarity by bringing a critical eye to your space. Once complete, you'll have a list of what you're doing right and where you can improve your store merchandising and display.

Ready for more?

Book a 90-Minute Store Assessment with Color Story Studio
to see where your insights match up.
Email sheena@colorstory.studio today!



DIY STORE ASSESSMENT

STORE EXTERIOR

Standing outside your store, use the following prompts to describe what you see:

Is the entrance well-signed and welcoming?

Is there a seasonal display in the window? If yes, describe it:

What merchandise is in the window?

What message or story are you telling with the merchandise and/or display?

Are there mannequins in the window? If yes, describe the outfitting and styling:

Does what someone sees in the window reflect what they will see in the store?

In what ways could you improve your store's exterior?



STORE INTERIOR

Walk through the store and use the following prompts to describe what you see:

What type of store is this? (apparel, home decor, jewelry, gift, etc)

Describe the space (walls, floor, ceiling, and lighting):

Describe the floor plan:

Is there a focal point within the space? If yes, describe:

Is the store clean and tidy?

In what ways could you improve your store's interior?



STORE VISUALS - MERCHANDISING

Use the following prompts to assess your merchandising (product presentations):

Describe the style(s) of merchandising:

Describe how tables, walls, and racks are being used to sell product:

If this is an apparel store, assess the mannequins:

Are perfect presentation standards being maintained? Where can they improve?

In what ways could you improve your merchandising?



STORE VISUALS - DISPLAY

Use the following prompts to assess your display (non-product installations and presentations):

Describe the existing display, if any (including but not limited to hanging display, wall-based display, permanent wall treatments, tabletop display, and bin filler):

Describe the store fixtures and any furniture that is not for sale:

Describe any plants, props, or signage being used in the store:

In what ways could you improve your store display OR in what areas could you add display?

