

Decor Merchandising & Styling

Furniture & Home Furnishings

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a merchandising and styling approach for home decor — display, styling vignettes, cross-merchandising and refresh — to drive impulse and add-on sales. Use it to sell decor better. For furnishings range use the Home Furnishings Range tool.

Purpose of this tool & output

Merchandise and style decor to sell

How the output is used

Use it to merchandise and style decor to sell — a decor merchandising and styling approach across vignettes, cross-sell and rotation.

Important cautions

Decor sells best styled in context on furniture and room-sets, not stacked on shelves — use it to complete rooms, add ambience and lift basket size. Keep the assortment curated and trend-relevant and refresh seasonally. Impulse price points near hero displays and checkout drive add-on sales.

Companion documents

- Home Furnishings Range
- Soft Furnishing Sourcing
- Curtains & Blinds Business
- Seasonal & Festive Decor Planning
- Gifting & Institutional Decor
- Home Styling Service Offering

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