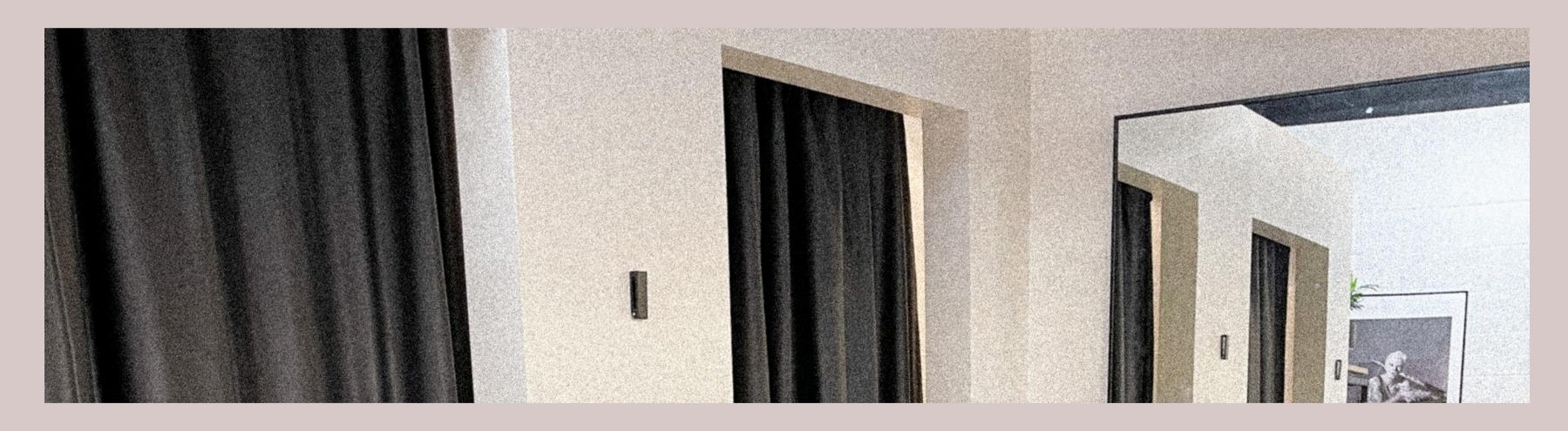
FITTING ROOM BUILDOUTS





MERCHANDISING THAT MARKETS

shoppers who use fitting rooms are over 7 times more likely to buy than customers who do not enter a fitting room at all





WHY IS THIS IMPORTANT?

fitting rooms are one of the most **profitable** areas within a retail store – they can lead to the increase of sales and decrease the amount of returns.

the layout + design of a stores fitting rooms is crucial in creating a positive customer shopping experience to support this profitability



02

RULES FOR FITTING ROOM BUILDOUTS



location

• size

• functionality



LOCATION

the location of a stores fitting rooms play a huge part in the profitability that can happen within them

things to keep in mind when choosing the location of fitting rooms:

- what location in the store will be able to house the amount + size of fitting rooms desired
- Is the location easily accessible for sales associates to assist customers in the fitting rooms
- does the location allow for seating as well as a mirror outside for customers
- is the location easily seen + accessible for customers from all areas within the store



SIZE

- the size of the fitting rooms are crucial in creating an easy and enjoyable experience for the customer
- a customer needs to be able to move around freely, have enough room for their belongings and have ample hanging space for the merchandise they are trying on
- the fitting room needs to be large enough to house a mirror, hanging space for merchandise and seating
- do NOT compromise the size/quality of the fitting rooms to have more quantity





FUNCTIONALITY

- the functional features within a fitting room are what support the profitability that happens within them
- the size allows the fitting rooms to be functional for customers so they have enough space to try on items comfortably
- the size also allows all functional features to go within each fitting room such as hanging hooks, mirror, seating, etc.



