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CREATING THE PERFECT RETAIL STORE LAYOUT

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

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RULES FOR FITTING ROOM BUILDOUTS



• *location*

• *size*

• *functionality*

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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

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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

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TIPS FROM THE EXPERTS

FITTING ROOMS SHOULD BE MADE NO SMALLER THAN 6FTX6FT TO ALLOW ROOM FOR HANGING FIXTURES, A MIRROR, SOME SORT OF SEATING + ROOM FOR CUSTOMERS TO MOVE AROUND WITH EASE

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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.

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TIPS FROM THE EXPERTS

A SPACE THAT'S TOO TINY AND CRAMPED WILL MAKE IT DIFFICULT FOR PEOPLE TO CHANGE IN AND OUT OF CLOTHES. BECAUSE THEY DON'T FEEL COMFORTABLE, MANY POTENTIAL BUYERS WILL GIVE UP ON EXPLORING MORE ITEMS