

THEIDEASFACTORY  
**SCHOOL**

THEIDEASFACTORY BY NEWCRAZYCOLORS

# THE SCHOOL OF VISUAL MERCHANDISING BUSINESS MANAGEMENT



**SCF**

东华大学 上海国际时尚创意学院

Shanghai International College of Fashion and Innovation

DONGHUA UNIVERSITY

**校外实习基地**

OFF-CAMPUS INTERNSHIP BASE



**ENTER A WORLD  
OF FASHION DESIGN  
VISUAL MERCHANDISING**



# THE SCHOOL

In a time when the fashion industry has a growing role in world markets and the global economic landscape, Visual Merchandising, applied to luxury and high fashion, can be considered asset management, in all aspects. Now if you are wondering how many schools with courses of Visual Merchandising Business Management exist, the answer is: only ours. That's why we call it simply "The School". That's why we look for people who are truly unique.

## VM MANAGING BUSINESS-A TOTAL VISION.

THEIDEASFACTORY SCHOOL is the first and only school to be able to teach their students Visual Merchandising in every single theoretical and practical aspect - based on real case histories!

The reason for this is obvious: THEIDEASFACTORY is both a creative workshop and a factory: all work by THEIDEASFACTORY Newcrazycolors is physically made here.

The students of the Visual Merchandising Business Management course will learn all the theory in six months; but also the practical side of things: thanks to a programme designed on actual case histories, created specifically for the course!

An exciting experience that combines the roles of the visual merchandiser, artist, designer and manager.

We call this role the VM Business Manager.

## LEARNING BY DOING.

To get to this level of professional competence, there is a strict initial selection process that ensures students are immersed in a highly competitive environment, a prerequisite of what they will encounter and face only a few months later in the real world. As VM Business Manager, the student who comes from THEIDEASFACTORY SCHOOL is in fact ready to play leading roles and to dialogue on par with companies of the highest level, for which positions are already sought. A real job, then, is not an internship, because the real 'stage' is already done in the practical part of the course. What THEIDEASFACTORY by Newcrazycolors delivers to its customers, in fact, the student will live in the first person: handling, from time to time, a computer, a mannequin or Tools®; managing a flow chart; arranging lights and products; learning to read and draw up budgets. All this happens while liaising with designers, architects, real-project managers of THEIDEASFACTORY by Newcrazycolors, on REAL projects and shop-concepts! An entire mock-up shop and a test window (full scale and faithful to the finest detail) will allow the student to put into practice everything they learn day to day. It is a level of experience that only THEIDEASFACTORY Newcrazycolors is able to offer.





# VISUAL MERCHANDISING

Built on experience with clients, who represent absolute excellence worldwide, THEIDEASFACTORY SCHOOL is the creation of an entirely new and therefore unique way in understanding the world of Visual Merchandising.

Despite being "taught" in some schools, along with Fashion, Design or Communications – it is usually only theory.

However, for Visual Merchandising, theory is not enough, it must be coupled with the very principles of application. Visual Merchandising is not just the art of arranging goods in an attractive manner, but as we teach, it is, first and foremost, the science of increasing sales.

In other words, Visual Merchandising is not just making beautiful the inside of a store or its shop windows, but above all, it is to conceive and manage every aspect of a business, so it can be replicated on an industrial scale while keeping intact the original concept.

## VM FUNDAMENTALS

### WEEK 1

Planning and developing  
Visual presentation

### WEEK 2

Product adjacencies – Floor layouts

### WEEK 3

Product display – Animation Display  
Point of sale and Add-on sale

## WINDOW DESIGN

### WEEK 4

Store Window Design – Introduction  
Window Display – Introduction  
The game of seduction

### WEEK 5

Temporary States  
The Point of Sales

### WEEK 6

Instruments of seduction  
The latest trends – Themes and Schemes  
Window Prepping – Colour

## WINDOW DISPLAY

### WEEK 7

Window Size and Style

### WEEK 8

Window Set-up

### WEEK 9

Planning a Window Display – Designing a Window Display  
Installing the Window Display

## VISUAL MERCHANDISING FOR INTERIORS 1

### WEEK 10

Color: Fundamental  
concepts and application

### WEEK 11

Signage and Ticketing

### WEEK 12

Lighting add from pres  
Ambience

### WEEK 13

VM Project by students

## VISUAL MERCHANDISING FOR INTERIORS 2

### WEEK 14

Addressing multicultural  
consumer needs through  
Visual Merchandising

### WEEK 15

Facilities Design: Exteriors,  
Interiors and Fixturing  
Themes and Setting for  
Windows and Interiors

### WEEK 16

Fashion Display Design  
Point-of-Purchase Display  
Execution of a  
Visual Presentation

### WEEK 17

Creating the overall concept:  
from conception to completion  
Promotion's other components:  
Advertising, Special Even  
and Publicity

## GUIDELINE

### WEEK 18

Mannequins and Other Human Forms

### WEEK 19

Materials, Props and Tools of the Trade – Energizing the Speciality Boutique

## STUDENT PROJECT

### WEEK 20

Window Design

### WEEK 21

Window Display

### WEEK 22

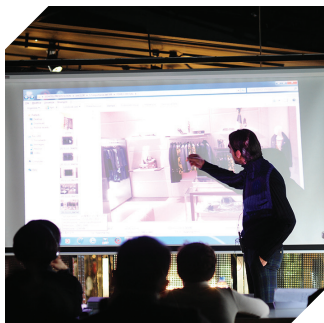
Visual Merchandising  
for Interiors

### WEEK 23

Presentation and  
Evaluation from projects



**REVOLUTIONARY METHOD BASED ON REAL CASE-HISTORIES**







## THE IDEAS FACTORY

BY NEWCRAZYCOLORS

It was in 1996, when Roberto Casanova and Roberto Iannaccone created a unique and ambitious project, a new concept of visual merchandising, capable of offering a different vision, an innovative and original approach to product display for the whole Point Of Sale, inside the shops as well as the shop- windows.

New Crazy Colors THEIDEASFACTORY originated from the entertainment world, the spectacular aspects of its craftsmanship and precision fittings are part of its showbiz heritage and a constant source of inspiration.

Unmistakable glamour is inherent in the DNA of the company.

Our approach to the project differs from a mere combination of products, we aim at developing a total concept in a highly creative way, using accurate custom-designed or mass produced elements born from constant and intensive research, planning and quality control, all procedures carried out in-house. New Crazy Colors THEIDEASFACTORY has the know-how and the most up-to-date techniques to guarantee that products in the Point Of Sale are given higher valorization, sales effectiveness and atmosphere are improved, and customer satisfaction enhanced.



Learning begins in the museum inside the factory: a real collection of works of art, sculptures, original casts, examples of prototypes, shop corners, and dozens of entire shop-window displays, faithfully reconstructed. A veritable treasure trove of knowledge: to understand visual merchandising even from a construction-management point of view.

# THE MUSEUM

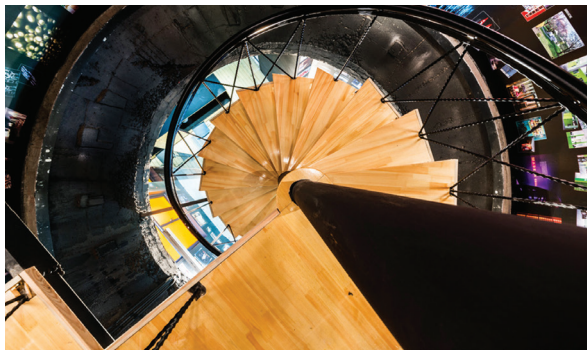


In THEIDEASFACTORY by Newcrazycolors materials play an important role: in the future Merchandiser School, the Business Manager will have access to one of the largest private archives of material in the world.

They will learn to recognize the texture, touch the infinite range of possibilities and explore the hundreds of variation that can be offered to the customer starting from the same concept.

# THE MATERIAL SHOWROOM





One of the entrances to the school is via one of the chimneys of the factory. On the walls, students will find hundreds of works by THEIDEASFACTORY Newcrazycolors: the best in the world in the field of luxury fashion shop window display & display. A daily source of inspiration!



# THE INSPIRING CHIMNEY





What would a school be without recreation?

In THEIDEASFACTORY we attach great importance to wellbeing and recreation.

For the future VM business manager socializing is as important as knowing how to do their job, and knowing how to take a break helps you to be more focused when you need to.

Another important student resource is the library of about 1,000 selected texts, representing the best of specialized publications.

Visual merchandising, design and fashion design art, fashion, because feeding your creativity is fun, as well as the basis for excellence.

THE FUN



The term "freestanding" means those accessories used in luxury window displays which enhance the display of goods and create compositions of absolute elegance. The importance of freestanding in Visual Merchandising is so crucial that THEIDEASFACTORY by NewCrazyColors has designed and manufactured its own line, called "Tools®" just to emphasize their indispensability.

Tools® are also perfect teaching instruments: seeing them used creatively in Visual Merchandising at the highest level, Theideasfactory School students will have the opportunity not only to learn the rudiments of VM, but to practice this true art.

The part of the course devoted to Tools®, in fact, introduces VISUAL MERCHANDISING with a practical approach (learning-by-doing), that is, starting from the techniques of manipulation and folding, and always giving great importance to dexterity and sense of composition.

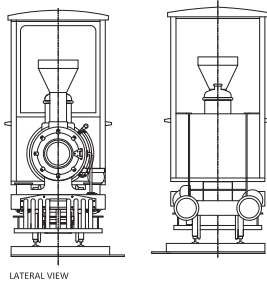
TOOLS®



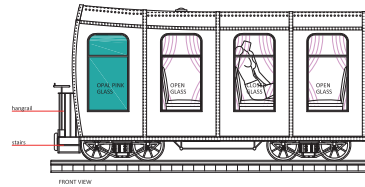
Next, just a few case histories of actual shop displays and shop-window displays, from the tens of thousands produced by THEIDEASFACTORY by Newcrazycolors. Students will have the opportunity to observe THEIDEASFACTORY SCHOOL and in many cases actively participate in the implementation of a typical flow chart of processing: from concept through to final installation. This direct experience, which is of course, unattainable in other schools, makes the real difference: the VM that comes from The School is a Business Manager, with knowledge of all the processes and enjoys an unprecedented level of know-how. These are the main topics covered by the course:

- Visual Merchandising introduction
- Store Window Design
- Visual Merchandising for Interiors
- Windows
- Visual Merchandising Tools
- Colour and Lighting

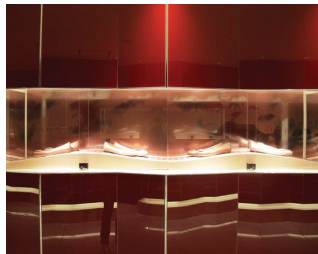
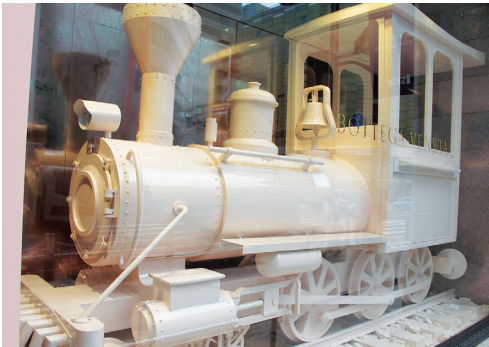
## WINDOW DISPLAY



LOCOMOTIVE



WAGON 1





SHOP-WINDOW DISPLAY











THE ONLY SCHOOL OF THIS KIND IN THE WORLD.

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[WWW.THEIDEASFACTORY.ORG](http://WWW.THEIDEASFACTORY.ORG)

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