



# Fashion Display Design

服装陈列设计

杜丙旭 编 李 娜 译

辽宁科学技术出版社



上架建议：室内装饰

ISBN 978-7-5381-6068-0



9 787538 160680 >

定价：198.00 元

本书网址：[www.lnkj.cn/un.shi/6068](http://www.lnkj.cn/un.shi/6068)

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### 图书在版编目 (CIP) 数据

服装陈列设计 / 杜丙旭编 ; 李婵译. — 沈阳  
: 辽宁科学技术出版社, 2010. 5  
ISBN 978-7-5381-6068-0

I. ①服… II. ①杜… ②李… III. ①服装-陈列设计 IV. ①TS942. 8

中国版本图书馆CIP数据核字 (2010) 第060054号

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出版发行: 辽宁科学技术出版社  
(地址: 沈阳市和平区十一纬路29号 邮编: 110003)  
印刷者: 利丰雅高印刷 (深圳) 有限公司  
经销者: 各地新华书店  
幅面尺寸: 240mm×280mm  
印 张: 16  
插 页: 4  
字 数: 80千字  
印 数: 1~2000  
出版时间: 2010年5月第1版  
印刷时间: 2010年5月第1次印刷  
责任编辑: 陈慈良  
封面设计: 曹 琳 李 宁  
版式设计: 曹 琳  
责任校对: 周 文

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书 号: ISBN 978-7-5381-6068-0  
定 价: 198.00元

联系电话: 024-23284360  
邮购热线: 024-23284502  
E-mail: lnkjc@126.com  
<http://www.lnkj.com.cn>  
本书网址: [www.lnkj.cn/uri.sh/6068](http://www.lnkj.cn/uri.sh/6068)

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## PREFACE 前言

Among the four basic necessities of life – food, clothing, housing and transportation, clothing is an essential part in our life. In the development of human society, garment has been playing an important role, symbolising the progression of human beings from ignorance to civilisation. Therefore, garment, as a special product, is not only commercial, but also – and more importantly – indicates a civilisation, an art, and an attitude towards living. What people expect from garment and how they would choose their clothes depend, on the one hand, on the design and style of garment itself, on the trends and brands with their values; on the other hand, what is getting more and more important is the way to display these charming styles, the brands and their cultures.

Display design originates from the early period of the development of trade in Europe. It is a cross-disciplinary domain, relating to psychology, visual art, marketing, etc., a creative combination of the visual and the spatial. Through display design, a space becomes an environment for different kinds of display, unfolding the products before customers' eyes, logically and purposefully as scheduled. Such design aims at influencing customers' perception and thus their corresponding action – buying. In this way, the product's value is shown and its identity strengthened.

Apparel display is different from other display designs for it involves more elements.

“衣食住行”是人们生活的基本需求，其中“衣”（即服装）是人们生活中的首要必需品。服装在人类社会的进步过程中扮演着重要的、标志性的角色，也是人类摆脱愚昧走入文明的标志。因此，服装作为一种特殊的产品，不仅仅具有商品的属性，更表达了一种文明、一种艺术、一种生活态度。人们对于服装的选择和期待，一方面取决于服装本身的款式设计、流行趋势以及品牌所蕴含的内在价值，此外更重要的方面在于服装的款式、魅力以及品牌文化怎样以恰当的陈列设计将其淋漓尽致地展现出来。

陈列设计起源于欧洲商业发展的早期，它涵盖了心理学、视觉艺术和营销学等多门学科的内容，是一门视觉与空间相结合的创造性的综合艺术。通过陈列设计展示空间环境，有计划、有目的、合乎逻辑地将商品展现给顾客并力求对顾客的心理及行为产生相应的影响，从而体现商品的价值，提升品牌的形象。

与其他商品的陈列设计不同，服装陈列需要考虑更多的因素。

Clothes are a product that we wear on our bodies; thus comes the requirement for hanging or by mannequin for their display, in order to achieve the effect as if they were really on people's bodies. Hanging display includes two types: by front and by side. Hanging by front is most commonly seen in stores because in this way, the front view of the clothes would be shown to customers, who would be able to get an overall view of it first, and then to learn its style and detail design. All in all, hanging by front is a way to enhance visual effect. Hanging by side is, generally speaking, more often used when several pieces of clothes are put together. In this way, it would be convenient for customers to reach their hands at them. Meanwhile, the amount of apparel on display would be bigger. To some extent, it is a way to store the apparel. Mannequins are usually adopted nowadays to help displaying a style and creating an identity for a brand. Mannequins could effectively demonstrate the overall effect of matching several pieces of clothes, the three-dimensional, the “real” effect of wearing clothes. Besides, mannequins are more and more used to indicate fashion trends in different seasons, revealing the utmost new products of brands.

Apart from hanging and mannequins, folding is also a frequently-used way of apparel display. T-shirts, jeans and sweaters are usually displayed in such a way. Compared with other ways of display, folding is more of a storing function. Moreover, folding is particularly suitable for displaying certain features of clothes by highlighting particular details.

服装是穿在人身上的商品，这就要求在陈列的方式上需要采取挂式陈列或人模陈列的陈列方式才能够模拟出服装穿在人们身上的真实效果。挂式陈列包括正面悬挂和侧面悬挂陈列两种形式。正面悬挂是常见的陈列方式，将服装的正面整体展示给顾客，使得顾客能够在正面观察到服装的整体效果，进而了解服装的款式特点。这种陈列方式的视觉效果比较突出。侧面悬挂一般出现在多件服装组合悬挂的实际应用中。其特点是方便客人拿取，同时可以保证较大的展示和存放量，具有一部分储存货物的作用。人模陈列又称模特陈列，在塑造品牌形象，体现服装风格时被经常用到。人模陈列能够显示服装的整体搭配效果，展现服装的立体造型和真实效果，反映当季的时尚流行以及品牌的最新产品信息。

除了挂式陈列和人模陈列之外，文化衫、牛仔裤、毛衫等非正装和休闲服装的陈列通常采取叠放的方式。相对于其他陈列方式，叠放陈列的储藏功能更加突出。此外，这种陈列方式也符合特殊服装的特殊的展示要求，能够展示服装局部特色。



In practice, a single way of display can hardly create a satisfying effect. Hence, usually we would combine different ways of apparel display. The combination can be various. What we see most frequently is the combination of hanging and folding, and at the same time, some highlighted pieces would be put on the mannequins. Thanks to the various combination options, we could arrange them according to particular needs, with a kind of “hierarchy” – “primary” and “secondary” clothes in different ways of display; and also we could effectively show customers the effect of matching different clothes, which is helpful to a possible buying action and thus more profits.

Creating an ambience is a key for apparel display because it directly influences customers’ visual and psychological experience. An appropriate ambience would not only show the content of the display, but also – and more importantly – create a taste and style for the display, so as to attract customers’ attention and to evoke an emotional response. An ambience could be created with colours, lighting and tools to reach an expected effect.

在实际的服装陈列设计中，采用单一的陈列方式很难达到最佳效果，因此通常要采取陈列组合的方式来展示服装。陈列组合有多种方式，一般采取挂式与叠放陈列相结合为陈列的主体形式，再辅以模特陈列。不同陈列方式的组合，既可以按需陈列，从而有主次地展示不同品种和档次的服装，也可以体现服装的组合搭配效果，进而增加顾客的购买率以获取最大的利润。

陈列氛围的营造是服装陈列设计的重点，它直接影响到顾客对于陈列空间的视觉和心理感受。恰当的空间氛围不仅要突出服装陈列的内容，更重要的是要渲染一种陈列的品味与格调，使陈列空间不仅能够吸引顾客的注意力，而且能够唤起人们情感上的共鸣。氛围的营造通常要采用色彩、照明以及陈列道具等手段来达到预期的效果。



Window display design, as the most effective way of advertising a brand, plays an important role in apparel display. A successful window display design would achieve the purpose of expressing a brand culture and its style, catching customers’ eyes, and “persuading” them to buy. In window display design, we usually combine different elements, such as tools, lighting and colours, to create certain effects in the space, so as to correspond to particular ways of life that customers would be longing for. Clothes become an indicator of the quality of life.

Besides, the leisure/service area is also an important part in apparel display. In this area customers would have a rest and try the clothes they like. Here the seller might have a casual meeting with his/her VIP clients. Therefore, the key for the design of the leisure/service area involves not only providing a space to feel comfortable and relaxed, but also leaving a nice impression for customers.

This book talks about the art of apparel display from these aspects: ways of apparel display design, how to create an ambience, window display design and leisure/service area design. The currently most popular apparel design projects are collected here with an abundance of pictures, from which readers would have a fresh and new experience!

橱窗的设计在服装陈列设计中起着举足轻重的作用，是展示服装品牌形象的最有效手段。成功的橱窗设计能够达到展现品牌文化、风格，明确商品的销售属性等效果，并由此吸引顾客的目光引起购买欲望等作用。在橱窗的设计中，通常要结合道具、灯光、色彩等设计元素来创造特定的空间效果和场景，进而与顾客所向往的某种生活方式的情绪相呼应，使顾客对于服装的渴望上升到精神层面。

此外，休闲服务区的设计也是服装陈列设计的重要一环。这一区域是为顾客提供歇脚、试穿或与重要客户洽谈的场所，因此这一区域的设计除了能够让顾客感觉到舒适、放松之外，还要考虑到如何能够为顾客留下深刻的印象。

本书分别从陈列方式设计、陈列氛围营造、橱窗设计以及休闲服务区设计等方面来论述服装陈列设计的艺术，以大量精美的图片来向读者展示目前最流行的服装陈列设计。相信通过本书的阅读能够给读者耳目一新的感觉。



# APPAREL DISPLAY DESIGN

## 陈列方式设计

In this part, we will talk about the main content of apparel display design; that is, the ways of display. The primary function of apparel display is to attract customers and to provoke their desire to buy, for the ultimate purpose of making more profit. This fundamental function requires that in the process of apparel display design, on the one hand, we should appropriately highlight the features of the clothes and their brand cultures; on the other hand, we should take into account the ambiances that would be created with different ways of apparel display – a comfortable atmosphere and a beautiful space. If you just show customers the apparel, indicating only the materials and the prices, you could hardly make the customers buy. On the contrary, if you adopt a suitable way of apparel display, customers would be more likely to buy and consequently you would make your profits. Then, the key point is how to adopt a suitable way, to make customers visually enjoy the styles of the clothes, and emotionally experience their brand cultures, so as to produce an impulse to buy!

Generally speaking, apparel display can be conducted in the following ways: hanging, mannequins and folding. Any single way of them would not be likely to produce the perfect display effect. Therefore, we need to combine different ways. So we come to display combination.

陈列方式设计是服装陈列的主要内容，服装陈列的主要作用是吸引顾客、激发顾客的购买欲望，以实现获取利润的目的。这一特点要求在陈列方式的设计过程中，一方面要恰当地展现服装的特点以突出服装品牌的文化内涵，另一方面要考虑由陈列方式设计而营造的舒适氛围以及空间环境的美感，使顾客既能够将关注的焦点集中在陈列的商品上又能够被店面空间优美的环境所吸引。与之相反，只是简单地将服装的款式、材质、价格等自身价值原封不动地展现给顾客，而不重视陈列方式的设计，是很难打动顾客，起到良好的销售效果的。如何采取适当的陈列方式展现商品，使顾客能够在视觉上感受到商品的款式，在心理上体验商品的文化内涵，从而产生购买的冲动，是陈列方式设计的关键所在。

陈列方式设计通常包括挂式陈列、人模陈列和叠放陈列。而任何一种陈列方式如果单一存在都无法全面地展现服装陈列的最佳效果，因此需要将不同的陈列方式相结合，这就是陈列组合。







## Hanging

### 挂式陈列

Hanging is the most commonly seen way of apparel display. By hanging, the features of the apparel would be directly shown to customers. We have two categories of hanging – group hanging and single hanging. The former means to hang clothes together, one by one on the rack. This is an economical way in the sense of saving space, and also a convenient way for customers to choose the clothes they like. The latter is to hang a piece of clothes singly, on tools like coat hanger, half-height dress stand, etc. Single hanging is characterised by its three-dimensional displaying effect. In this way, customers would easily find the special details in the design. Usually and reasonably, single hanging is adopted for specially recommended clothes.

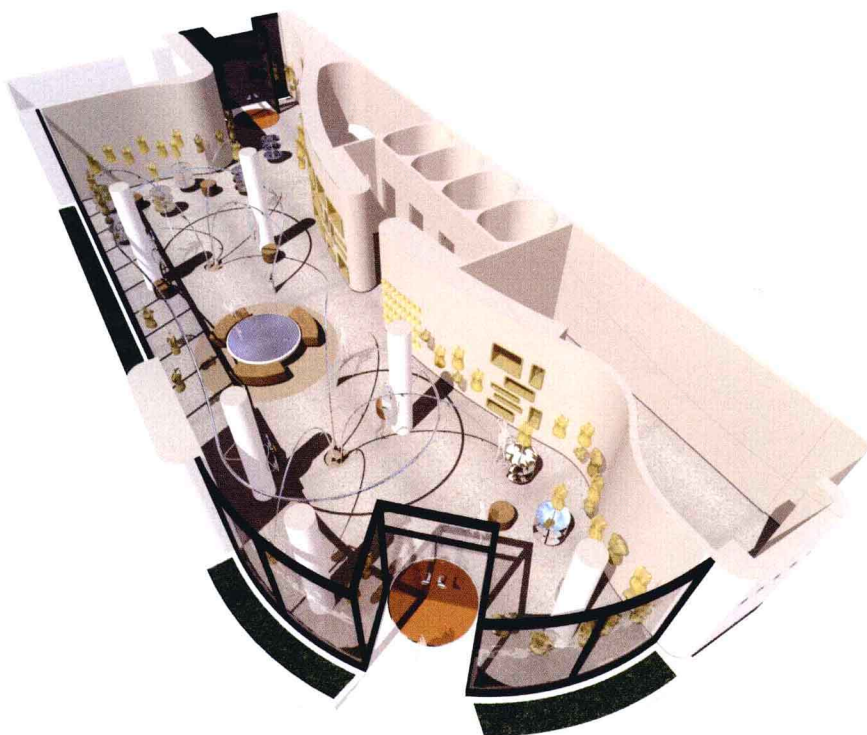
Usually hanging is adopted for clothes of the latest styles. Trendy and fresh, they would be more likely to attract customers' attention. In addition, we should particularly notice the colour palette. More often than not, brightly-coloured trendy styles hung would be most effectively eye-catching.

Traditionally, we would hang clothes on the walls of the store all around. Nowadays, however, an increasingly popular way is "central hanging". We find more and more peculiarly-designed central "islands" located in stores. Hanging on these central islands would seem more prominent.

在陈列方式设计中，挂式陈列是常用的方式之一，通过悬挂的方式能够将服装的特点直观地展示给顾客。挂式陈列包括集中悬挂和单独悬挂两种陈列方式，集中悬挂是将服装一件挨一件地集中挂在同一个展示架上，其特点是能够节约空间，同时也为顾客的选择提供方便。单独陈列是指通过单独的衣挂、半身的人体模型等道具将服装单独悬挂，其特点是能够将服饰立体展示给顾客，使其可以很轻易地就能够找寻到该服装设计的独特之处。在服装陈列中通常将重点推荐的服装采用单独悬挂的陈列方式来展示。

对于服装的选择，通常将最新推出的款式服装以悬挂的方式陈列出来，以“新潮”、构思精巧等特点来获取顾客更多的关注。此外，对于服装的色彩方面也需要格外的用心，往往色彩鲜艳、款式新颖的服装通过挂式陈列，能够引起更多的顾客的关注。

传统意义上的挂式陈列，在空间中所处的位置通常以店面四周为主，借助墙面等介质作为展示的主要手段。而在当前的实际应用当中，很多设计都会在店面的中心位置开辟一些设计感强烈的、独特的挂式陈列“岛”，使其发挥的作用更加突出和明显。



A common way of apparel display is to keep a central area with specially-designed tools. In this way the clothes in the central position of the store would be most likely to catch our attention.

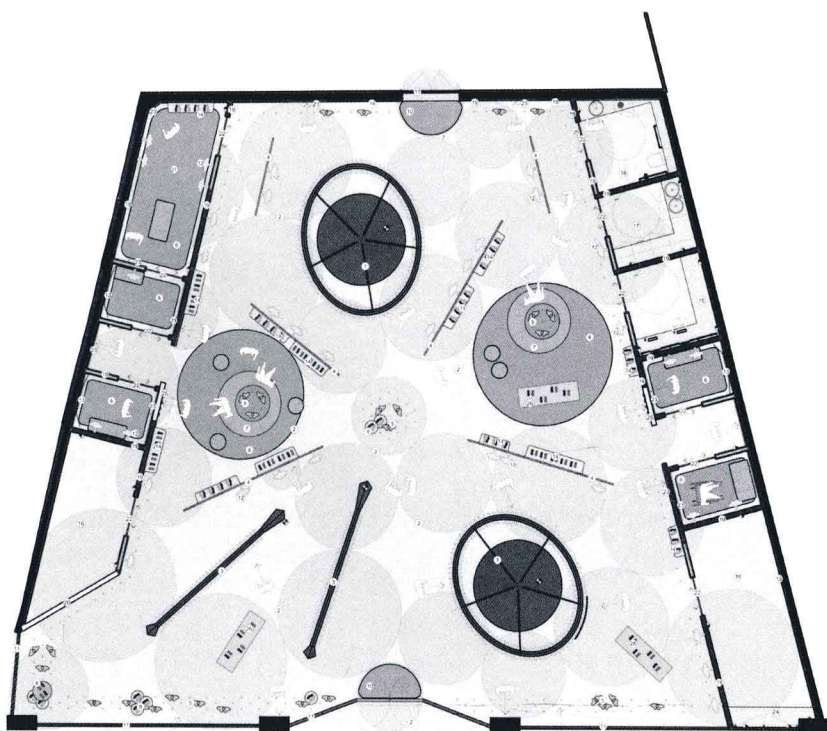
Apart from central display area, clothes could be hung on all sides of the store. They are not hung randomly, of course; you could emphasise certain points while maintaining a consistent atmosphere. Furthermore, you could show both the high quality and a modern air at the same time.

在中心的位置开辟集中陈列的区域，通过设计巧妙的陈列道具将服装一件件挂在空间最显眼的位置，赚足了人们的目光。

除了集中展示区域之外，在空间的四周等通过巧妙的设计将服装恰当地陈列出来，整体设计既突出重点又落落大方，既现代感十足，又能够显示出服装的高品位、高档次。







Hanging is a way of apparel display which could make you experience as if you are trying a jacket, for example, when actually you are only watching it. Therefore, we often see brightly-coloured clothes with newly-designed styles hung. Customers would be most likely to be attracted and thus most likely to buy!

通过挂式陈列可以使人们在没有试穿的情况下也能够感受到服装的魅力。因此在服装陈列设计过程中通常会将色彩艳丽、款式新颖的服装采取挂式陈列，在吸引顾客的同时也能够激起顾客的购买欲望。



Specially-designed stands could be placed around a store, for apparel display, and also function as partitions for the space. Here the winding, glossy, steel stands are particularly arranged, contributing to the atmosphere of the space.

In the picture, a piece of costume is singly hung on the steel stand. In this way, customers would be attracted by the features of the coat; meanwhile, they would feel as if a graceful lady was standing there welcoming them in.

在空间的四周设置一些设计独特的展示架，既是空间的隔断，又是服装展示的主要载体，弯曲的、光泽的钢制结构，紧密地、有秩序地排列，使得展示架自身又能为空间增色不少。

图片将主打的一款女士上衣单独悬挂于钢制展示架上，既能够体现该款服装的特点引起顾客的注意，同时又能够使顾客感觉到仿佛有一位落落大方的女士站在此处欢迎每位光临的顾客，给人以亲切之感。







