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RETAIL MERCHANDISING TOOLS, TRAINING AND SERVICES.  
CREATE YOUR VISUAL MERCHANDISING IDENTITY.



# About

Every inch of a selling space matters. Retailers cannot afford to be without a strong Visual Merchandising system in place, to make the most of their investment.

Understanding that every retailer has a different set of capabilities and constraints, VM ID helps to diagnose the opportunities to maximize the productivity of the selling space and elevate the store image, while catering to each business' specific needs. Get in touch with VM ID to benefit from space planning, staff training, creation of handy VM tools, or in-store merchandising and display services.

Clients  
Include



## Testimonial

"It is an absolute pleasure to work with VM ID. Ani takes the time and care to fully understand the clientele and offers creative and efficient solutions to serve them accordingly. Besides professionalism, efficiency and great attention to details, Ani is a real delight to work with. She is kind and above all passionate about what she does and it is inspiring."

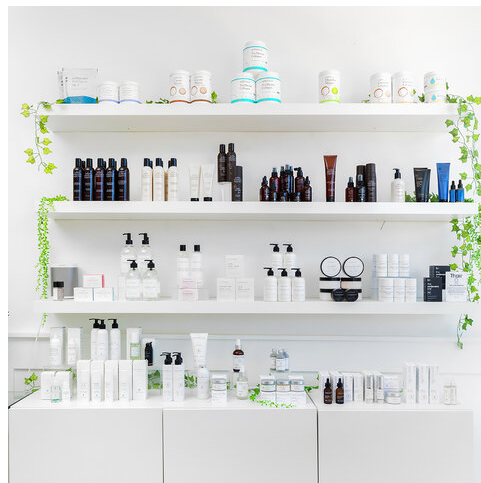
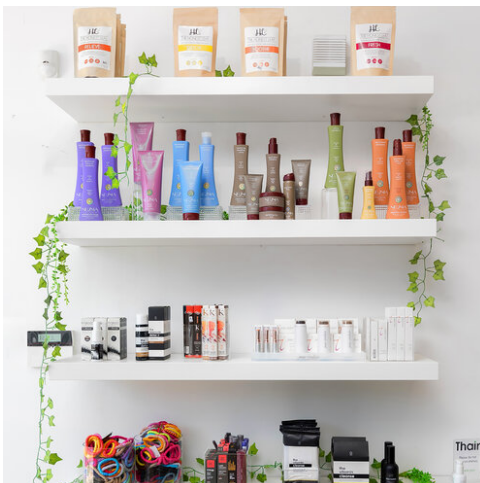
VALERIE ROY - SENIOR SALES MANAGER,  
ONE OF A KIND SHOW

## Case Study

A beauty retailer needed help boosting business. Their location within their mall had very poor visibility, as well as a very limiting storefront window to work with. Using their promotional campaign focus as the inspiration, VM ID blew up the story on the window over a 3-month rotating monthly display. The traffic coming in from the mall **jumped to 77%** compared to the year before right from the first month, and **increased to 85%** over the year prior by the end of the campaign.

...Read more at [vm-id.com](http://vm-id.com) under 'Client Experiences'

# RECENT PROJECTS





## About the Founder

After 15+ years of industry experience with various retailers and environments such as Holt Renfrew and Adidas Group Canada, VM ID was founded by Ani Nersessian to help retailers get set-up with a VM culture that is right for them.

Ani holds a B.Des from Toronto Metropolitan University's Fashion Communications program. She has worked at various retailers of all sizes, including Holt Renfrew as part of the Visual Presentations team, Adidas Canada as a Visual Merchandising Coordinator overseeing the visual direction and training in Adidas and Reebok stores nation-wide, and has also worked as Instructor of the Visual Merchandising & Display course at Toronto Metropolitan University's School of Fashion.

Featured In



FEATURED BUSINESS  
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[retail-insider.com](http://retail-insider.com)



[torontomarketweek.com/magazine](http://torontomarketweek.com/magazine)

## Services

### MERCHANDISING & DISPLAY SERVICES

- Window / in-store displays
- Styling and merchandising
- Digital merchandising
- Space design
- Space planning
- Rendering
- Sourcing

### CONSULTATIONS & TRAINING

- Consultations
- Group seminars/ workshops
- One-on-one coaching
- Speaker series

### TOOLS & GUIDELINES

- VM standards guideline creation for retailers and wholesale accounts
- Instruction sets / directive creation
- Planogramming
- Downloadable DIY tools