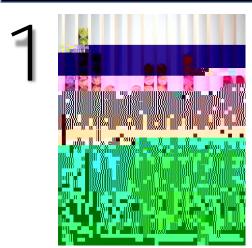
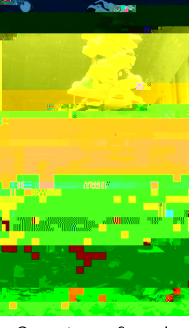
5 key rules to follow



Colour is King



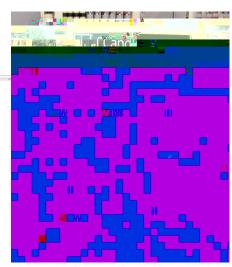
Use empty space well



Create a focal point



Tell a story



Expose customers to the maximum amount of merchandise

