

Visual Retailing

Solutions that build stronger brands

In today's fashion market, retailers need a better approach to merchandise store directives to reduce costs, increase sales and create a consistent visual brand message. CGI uses one of the most sophisticated merchandising software tools available to provide retailers with cutting edge technology that efficiently and economically improves their visual communications.

About the offering

To assist clients in finding a better way to develop and communicate merchandising directives, CGI's visual retailing (VR) services provide the ability to virtually recreate store spaces, populate them with 3D digital images of products, and rapidly produce visual merchandising directives that are easy to read and execute.

Our VR services enable clients to achieve the following benefits:

- Execute channel/account-specific merchandising and visual direction in 3D in 25–40% less time than your current process
- Save on time and costs for your merchandise presentation communication
- Produce multiple versions of your merchandise direction in hours versus days
- Visualize your product on store fixturing to scale with your event POS in 3D from your desk
- Virtually merchandise your fashion and EDI assortments down to the capacity unit
- Virtually develop your prototype shop concepts in 3D
- Virtually stand in front of your store windows to set up weekly and monthly campaigns
- Change the look of your selling space in 3D before production of the first graphic element



About CGI

At CGI, we're in the business of satisfying clients. For more than 30 years, we've operated upon the principles of sharing in our clients' challenges and delivering quality services to address them. As a leading IT and business process services provider, CGI has approximately 26,000 professionals operating in 100+ offices worldwide, giving us the competitive advantage of close proximity to our clients. Through these offices, CGI offers local partnerships and a balanced blend of global delivery options—including onshore, nearshore and offshore expertise—to ensure clients receive the combination of value and expertise they require.

In the retail industry, we help more than 250 retailers lower costs and increase profitability. Through CGI's visual retailing solution, clients optimize the creation and communication of store directives, resulting in time and cost savings. Our deep retail expertise ensures we understand your challenges and have the know-how needed to help you best take advantage of new opportunities.