



FIXTURES

The right hanger can blend fixtures, merchandise into eye-catching style

By Bert Spitz

In a world of increasing retail competitiveness, paying attention to fixture details can provide the necessary edge. That edge will be achieved by using a hanger that is not only functional but adds to the total design concept as well.

Timothy Opsomer, director of visual display and store planning for **MGM Mirage Retail**, says that “as part of any overall interior design, attention to detail is critical to achieving the total environment you are trying to accomplish. On perimeter walls or floor fixtures, in a ready-to-wear or fashion goods presentation, the hanging merchandise will be one of the more dominant features of the interior.

“We try to make sure the vehicle chosen to present these items projects the look and feel of our design. Given the wide range of choices and materials, colors and styles now being offered in hangers, a basic merchandise display requirement can now become an integral part of the design process.”



The new Cirque du Soleil Theatre store at the MGM Grand makes use of red acrylic hangers to accentuate the dominate red merchandise colors.

Several recent new stores and remodels incorporated a more aggressive hanger profile to match interior design efforts.

“For the **Cirque du Soleil Zumanity** theatre store at our **New York New York Hotel & Casino**, we chose to use tangerine transparent Lucite hangers with the Zumanity logo imprinted on them,” Opsomer said.

“We have used, with great success, an aggressive approach to our hanger presentations in our Cirque du Soleil theatre stores”, says **Melissa Smith**, visual manager for **MGM Grand** and **New York New York Hotel and Casino**.

Opsomer continues: “For our new retail store, **Exclusiv**, at the **MGM Grand**, we chose to use a bottle green acrylic hanger to create the illusion of glass at floor rack and wall level. One of the store’s major features is exterior 15.5-foot continuous glass walls and entry doors. The hangers carry this design impact directly to the merchandise level.

“We have new retail stores currently under construction as part of the new Spa Tower at the **Bellagio Hotel** in Las Vegas. We are working with our hanger resource to an even greater degree of involvement in the design process to ensure consistency of image and message.”

Jonathan Von Natterer, communications director of **Yansi Fugel, Inc.**, a manufacturer of women’s clothing with showrooms and retail operations, says “the hanger is paramount in display and presentation. It is essential that you find a hanger with design elements that work with your fundamental concept and approach to design.”

Some retailers and store planners are selecting the hanger first, then building the store design around the design of the hanger.

Lynn Mitchell and **Mike Hoy** recently opened **B’dazzled Boutique** in Naples, Fla. Mitchell decided to choose her hangers first, and everything else would follow. After her selection of a Lucite/acrylic opalescent colored