



Roamie Visual Merchandising Guide

Bring Roamie's Fun, Playful Spirit to Life in Store

This Visual Merchandising Guide is designed to help you create dynamic displays that grab attention and showcase the fun and playful energy of Roamie.

We have selected a range of affordable, easily available props and furniture, alongside flexible merchandising ideas that work for stores of all sizes. Whether you need simple solutions for limited room or are looking to get hands-on with a creative DIY display, these guidelines are here to inspire.





Yellow chair set- Argos, £15
Blue table - Argos, £15
Plastic crates - Primark, £1.50

Red metal rail - Argos, £70
Plastic crate - Primark, £1.50
Wooden swing shelf - DIY

Using Furniture to Create a Dynamic Space

Playing with height is an easy way to bring energy and movement to your displays. By lifting products to different levels, you give the eye places to travel, instantly making the space feel more exciting and engaging. Height helps break up flat areas, adds personality, and keeps displays from feeling static or crowded. We suggest using colourful props, such as stackable coloured crates, children's furniture, or bold rails in window displays to build playful layers, spotlight key pieces, and create a display that feels dynamic, fun, and unmistakably Roamie.





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Creative Solutions

If you are limited on floor space but still want to create a dynamic display of hanging products, you can get crafty and create these DIY swing style shelves. Stagger the heights and use coloured ribbon to draw interest and create a display that is playful and unique.

See the back of the booklet for the full step by step guide.

Simple Display Ideas for a Big Impact

Adding colour is a great way to break up space and give each Roamie print its own moment to shine. By placing a different colour foam sheets under each print range, you create clearly defined zones that help separate designs and make the display feel organised without losing its playful edge.

These blocks of colour act like visual frames, guiding the eye and making it easier for customers to take in each range at a glance. Pair this with a matching coloured stacking crate to help break up the height and it's a low-effort styling trick that adds impact, boosts colour, and keeps the display feeling fresh and bright.

Foam sheets- Hobbycraft, £0.60
Plastic crate - Primark, £1.50



A4 Note Pad - The Works, £1.50
A5 Note Pad - The Works, £1
Jumbo Crayons - Hobbycraft, £4.50



Tell the Story with Props

Props are the perfect way to dial up the personality in your Roamie display and have a little fun with the storytelling. Mixing in playful extras like stationery, notebooks, or small toys that echo the print themes helps bring each range to life. These thoughtful details add layers of interest, give context to the prints, and make the display feel more expressive and engaging. It's all about creating a mini world around the product, one that feels joyful, imaginative, and full of Roamie charm.



Showcase Your Extras

If you offer in-house personalisation, why not shout about it in your display? A mock-up backpack with an embroidered name is a great way to spark excitement and show customers just how special their Roamie piece can be. Displaying a personalised example helps bring the idea to life, making it easy for shoppers to imagine a name of their own. It adds a thoughtful, playful touch to the display while highlighting an extra-special service.



Recommended Product List:

Props:

A5 Note Pad
The Works - £1

A4 Note Pad
The Works - £1.50

Felt Tip Pens
The Works - £1.50 for pack of 12

Colouring Pencils
£1 for a pack of 12

Collapsible Mini Storage Crate
Primark - £1.50 each

Coloured Foam Sheet
Hobbycraft - £0.60 per A4 sheet

Heart Foam Sheets
Hobbycraft - £3 for pack of 4

Crayola Jumbo Crayons
Hobbycraft - £4.50 for pack of 24

Furniture:

Children's Plastic Table
Argos - £15

Children's Plastic Chairs
Argos - £15

Rail with shelves
Argos - £70

Extras:

Toys and stationary that complement each print can be bought from high street stores such as Hobbycraft, The Works, Smyths Toy Superstore and supermarkets like ASDA, Tesco and Sainsbury's.

DIY Swing Shelf

Step 1.

For the base of the shelf use a wooden base. This can be an old shelf, wood offcut, or you can go to B&Q to purchase a wooden scaffold board cut to the size you need. We recommend cutting the length to be 45cm.

Step 2.

Use a drill to make 4x holes at each of the corners.

Step 3.

Use coloured ribbons to suspend the swing shelves from the ceiling or rail and cut to the appropriate length, making sure that you have enough length to be threaded through the first hole, and then back down to the second hole on the same side. We left extra length so that decorative bows could be tied, but a double knot will suffice.



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