



VM HOUSE

VISUAL MERCHANDISING & RETAIL EXPERIENCE CONSULTANCY

Curated *spaces.* Exceptional *retail.*

Expertise from strategy to shop floor.



The detail makes the difference.

From the first impression at the window to the way a rail is styled, visual choices determine what people notice, where they move and how confidently they discover product.



01

SEE THE SPACE

Review movement, sightlines, zoning and first impressions.

02

SHARPEN THE STORY

Edit product hierarchy, styling and visual communication.

03

MAKE IT USABLE

Give teams clear direction they can deliver every day.

BEAUTIFULLY CONSIDERED. COMMERCIALLY GROUNDED.

Creative ambition, practical execution and a clear purpose for each decision.

Expertise across the retail journey.

Focused advice, project support or ongoing leadership, shaped around what the business needs and where the greatest impact can be made.

01

RETAIL EXPERIENCE REVIEW

A fresh view of the customer journey, zoning, product visibility and presentation. Clear priorities and a practical action plan.

02

VM STRATEGY & STANDARDS

Visual principles and guidelines that make brand direction consistent across stores, markets and teams.

03

STORE OPENINGS & EVOLUTION

Merchandising and fixture input, launch planning and support as existing spaces change and improve.

04

CAMPAIGNS, WINDOWS & ACTIVATIONS

Seasonal concepts translated into effective windows, pop-ups, launches and moments on the shop floor.

05

TRAINING & CAPABILITY

Workshops, coaching and store tools that build confidence in everyday visual decisions.

06

FRACTIONAL & INTERIM LEADERSHIP

Senior VM support for growth, change, significant projects or a temporary leadership gap.

FROM ONE FOCUSED REVIEW TO A MULTI-SITE PROGRAMME.

Strategy with purpose. Execution with care.



01

OBSERVE

Understand the space, the customer and the commercial opportunity.

02

DEFINE

Turn insight into visual direction and practical priorities.

03

DELIVER

Work alongside teams to make the direction happen consistently.

WAYS TO WORK TOGETHER

REVIEW

Focused diagnostic

PROJECT

Defined launch or change

ADVISORY

Ongoing guidance

INTERIM

Embedded leadership

An experienced eye for physical retail.

VM HOUSE helps brands make their stores clearer, more compelling and more effective. We connect visual ambition to the practical decisions that shape the customer experience every day.



NATASHA HUGHES

Founder, VM HOUSE

With more than 20 years' experience in visual merchandising for luxury and premium brands across international markets, Natasha Hughes brings together creative direction, commercial insight and practical expertise.

VM HOUSE brings these strengths together through considered strategy, distinctive presentation and practical guidance—helping brands create compelling retail spaces and equipping teams to deliver a consistent customer experience.

FOR BRANDS, RETAILERS AND PARTNERS

From an independent store seeking a fresh perspective to a multi-market retailer planning change, support is shaped around the brief and the people delivering it.

Let's make your next retail move count.

Tell us about the space, challenge or opportunity on your mind.
We will shape the right level of support around it.

01 SHARE THE BRIEF

02 DISCUSS THE SCOPE

03 AGREE A PLAN

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