

# Displaysense reports ravishing red to revive retail this Christmas



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Press Release Author: [Displaysense](#)

Industry: [Retail](#)

**Press Release Summary: New research from Displaysense suggests that using certain colours could boost Retail store performance and increase product appeal this Christmas period**

Press Release Body: Following research from the University of Rochester that indicated women wearing red are more appealing to men, further research undertaken by Displaysense suggests that stores can influence the shopping patterns of their customers simply by re-colouring their shop fittings.

A simple colour test undertaken by the retail display company indicated that just under 70% of the participants were more drawn to a particular colour across a vast range of everyday items.

Understanding consumer buying patterns is particularly important for businesses trying to boost sales this Christmas period as the looming recession and increasing unemployment has placed fear in the minds of the general consumer who are now looking to save rather than spend.

The research undertaken by **Displaysense** highlights some interesting consumer behaviour between certain colours and potential spending patterns. For example 20% of participants suggested that the use of brighter colours distracted their attention away from products in a [shop display](#). In contrast, when red is used on shop displays and fittings, men are more drawn to the products.

This type of research is of great interest to retailers such as jewelers, who could increase the chances of attracting the attention of men who are shopping for Christmas presents for their wife, girlfriend or partner by using red appropriately in their stores, such as red counter top [display cases](#) or shelving.

Although the study of colours on the human psyche is not new, **Displaysense** are looking to capitalise on this research by sourcing a line of red products including mannequins and [display cabinets](#) that would fit in well as we head towards the peak Christmas period.

Red, which is said to be the most emotionally intense of all the colours has been known to cause various changes within our bodies, including a faster heart beat, deeper breathing and a release of endorphins. Displaysense believe this physical reaction by men to red will lead to customers browsing for longer and spending more on products placed upon these vibrant [shop fittings](#).

**Displaysense** hope that retailers will be seeing red for the right reasons this festive period, and, in terms of their bank balance, hope for a Black Christmas.

Notes to editor:  
Displaysense research included the opinions of 500 customers at the start of September to the end of October 2008 asking a series of questions, which forms the source for the various facts included in this press release.

University of Rochester study – “Psychological Study Reveals That Red Enhances Men's Attraction to Women” – 28/10/08

### **About**

### **Displaysense**

Displaysense was established in September of 1978 as a manufacturer of quality point of sale displays. Displaysense has a wealth of experience in design and manufacturing and has been able to develop an ever growing standard range of over 1500 displays. The range is now hugely diverse including acrylic containers, display cabinets, mannequins, modular shelving units, exhibition displays and business card holders.

Displaysense works with a large range of clients including, retailers (multiple and independent), blue chip corporate clients, cafés, bars, restaurants and night clubs, shop and office fitters, marketing and promotions companies, designers and architects, product distributors, exhibition contractors and exhibitors, printers, councils and NHS trusts, charities, schools and universities.

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