

# GARAGE SALES

## Clothes That Catch Eyes

Simple Display Choices Can Help Shoppers Browse With Ease

**A**t many garage sales, clothing can be one of the largest categories on hand. How it is displayed often makes the difference between a quick glance and a closer look from shoppers scanning a driveway or front yard.

A neat clothing setup works because it saves time for buyers. The National Association of Productivity and Organizing Professionals often points to visibility and access as basic parts of an organized space, and those same ideas apply at a sale table or portable rack.

### HANGING OR FOLDING

Hanging clothes usually helps shoppers see items faster. Shirts, dresses, jackets and other pieces with shape are easier to browse when they are on hangers, where people can slide items side to side much like they would in a store.

Folding still has a place, especially for jeans, sweaters, pajamas and children's clothes. The key is to keep stacks low and tidy so shoppers do not have to dig through a deep pile that quickly becomes messy.

Portable garment racks are



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common tools for yard sales because they lift apparel off the ground and make sizes easier to sort. If a rack is not available, a clothesline, sturdy rod or clean table can still create a clear display area.

### SORT BY SIZE

Organizing clothing by size is one of the simplest ways to make a sale easier to shop. Adults looking for medium shirts or parents searching for a child's size are more likely to pause when the layout helps them head straight to the sec-

tion they need.

Handwritten size signs can help, especially when they are large enough to read from a few feet away. Grouping by category also helps, with women's tops, men's pants and kids' play clothes kept in separate areas.

Color can help as well, though size matters more in a garage sale setting. Once the basics are sorted, arranging similar items together can give the space a calm, orderly look that invites people to spend another minute browsing.

### A STORE FEEL

Retail research has long shown that presentation shapes how customers move through a selling space. At a garage sale, that can mean keeping clothing clean, facing outward and spaced enough so shoppers can touch items without knocking everything askew.

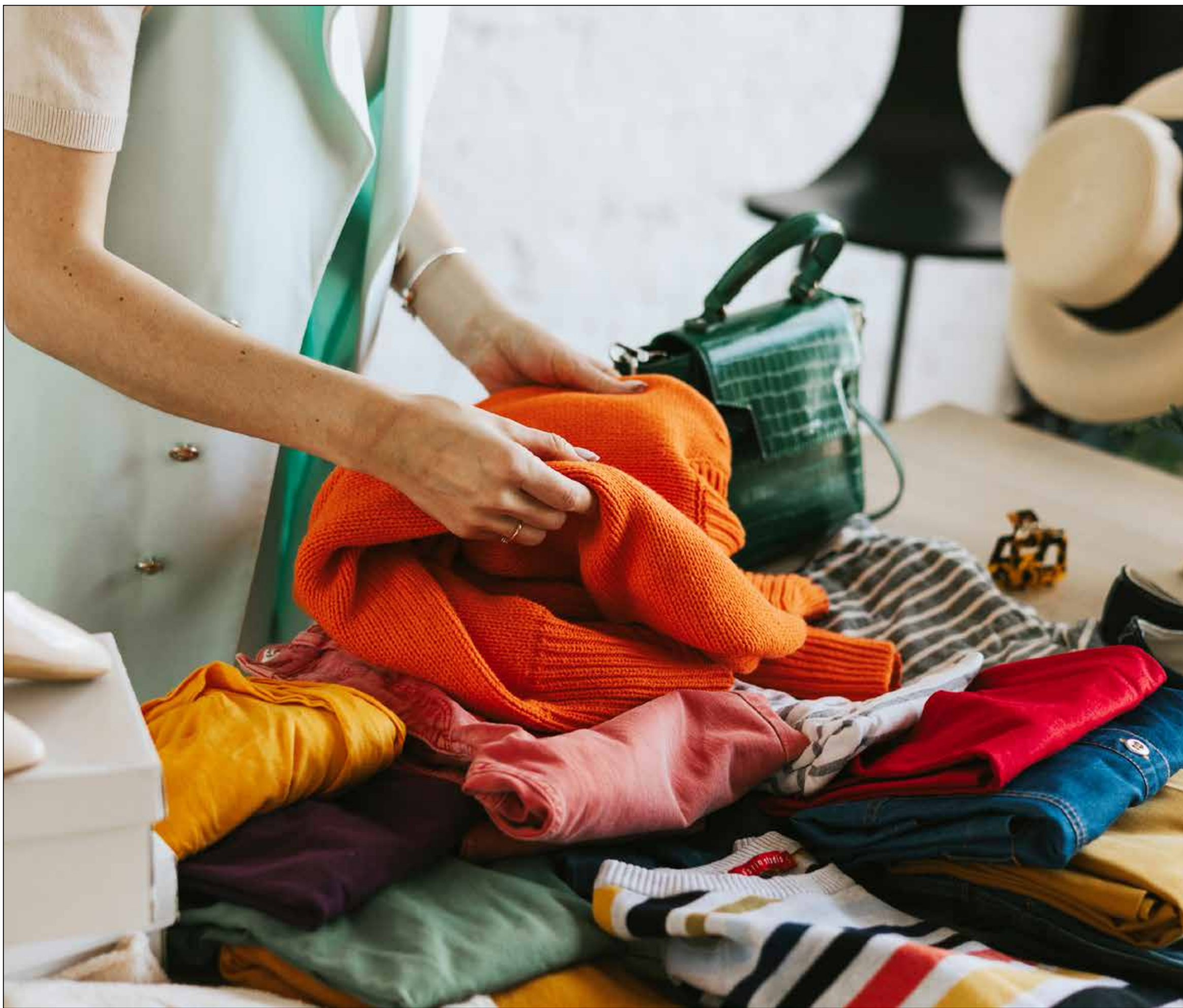
Mirrors, if available, can be useful additions near clothing sections. So can a small chair or bench nearby, which gives shoppers a place to set a purse or hold a child while they take

a closer look.

The goal is not to turn a driveway into a boutique. It is to make secondhand clothing feel easy to shop, clearly priced and worth a stop during a busy morning of neighborhood sales.

Good display also helps sellers stay organized as the day goes on. When items start in clear sections, it is easier to return them to the right place after shoppers browse, helping the whole sale look welcoming from start to finish.

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### TIPS AND TRICKS

#### Use Clear Size Signs

Tape simple size labels above each clothing section so shoppers can spot their range quickly and spend more time looking at items.

## AD SPACE