

# WINDOW DISPLAYS



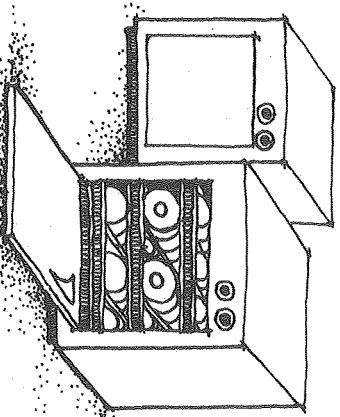
Window displays should be an attractive part of your storefront—a pedestrian-level sign. Well-designed displays help draw customers into your store. However, to create a window display that really works for your business, you must expend a little thought and effort.

1. First, define your buying audience. Find out who your customers are: businesspeople? homeowners? gardeners? Your display should attract the attention of those important people on the other side of your window.

2. Now consider the merchandise you sell. Is it colorful or bland? Intricate or simple? Large or small? Does your product have

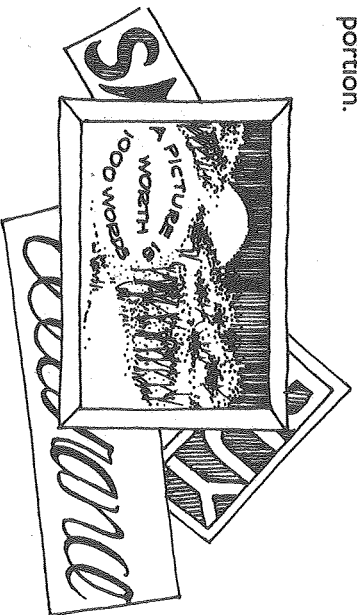
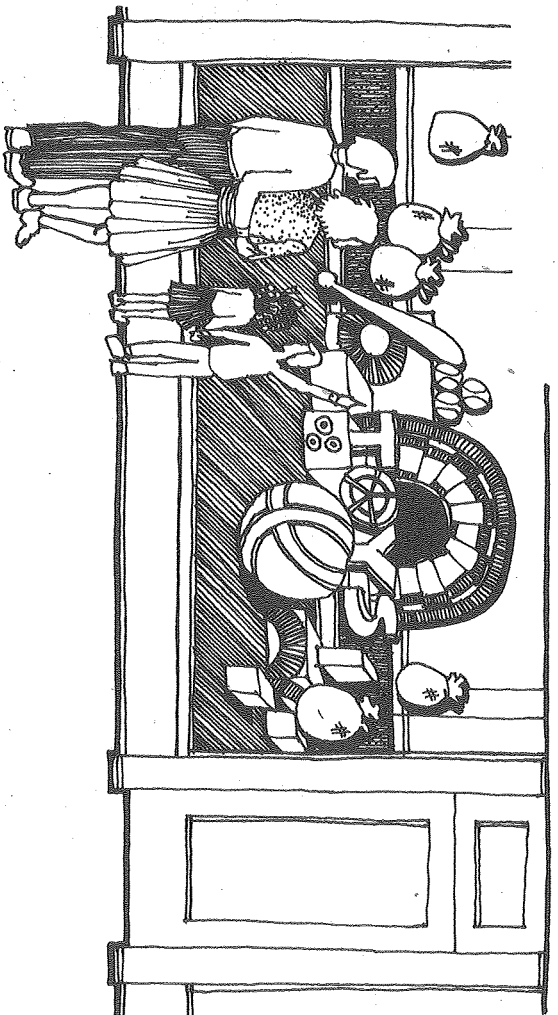
“eye appeal”?

Use your imagination to give your merchandise some life. For example, try opening the door of a dishwasher to show what it looks like inside.



Looking at your product in different ways can give you new ideas.

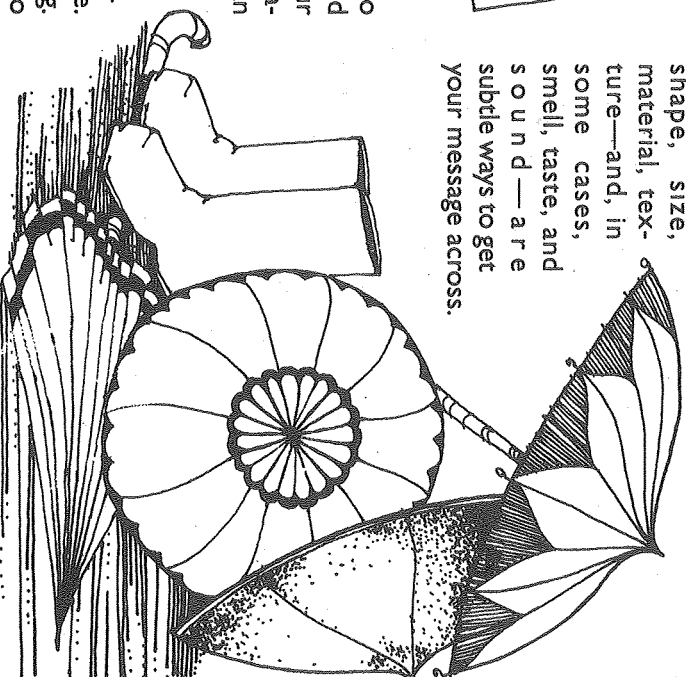
3. Think of the display window as a large picture framed by your storefront. Step back and observe how they relate. The building and window should create a single unit that is complimented by the display in color and proportion.



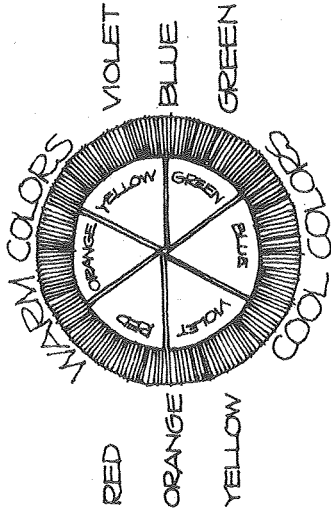
4. Give some thought to the message you want to communicate. How much do you want to say and what is the most effective way of saying it in your “picture window”? Remember, your window primarily invites people to come in and shop, but it can present more specific information about your products and services as well.

Develop a clear idea of what you want to show your consumer audience. Decide on the most important concept and limit yourself to a single theme. Don't confuse people with too much of a good thing. The idea is to entice people into your shop, not to display every product you sell.

5. Let your product speak for itself. Displays that exhibit actual products provide immediate communication without words. Color, shape, size, material, texture—and, in some cases, smell, taste, and sound—are subtle ways to get your message across.



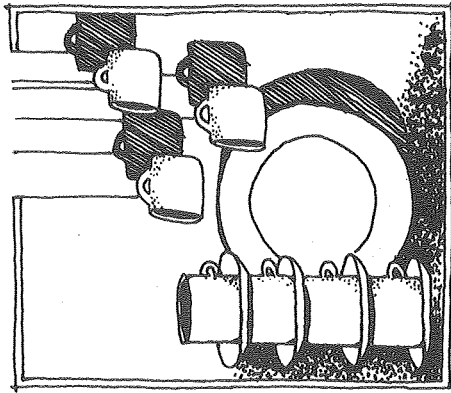
6. Color can help pull your display together. Look at the color of your building, particularly the storefront; now look at your merchandise. Think about colors that go together with the building and your product, then decide on a color scheme.



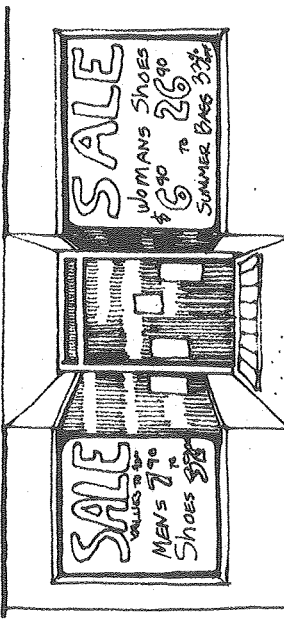
Remember, however, that too many colors can be confusing, while too few will make a dull display. Accents like red or yellow can brighten up your window, but don't overdo it.

7. Look at your window display as a composition—as if it were a sculpture or an oil painting. Complication or emphasis

the shape of your window by using vertical or horizontal elements. Think in terms of a group—how do your products work together? Group similar elements to convey a message that's easy to "read." Think of size as well. A large object can balance several smaller items. Experiment with different arrangements before you finally decide what looks best in your window.



# SHOPPERS



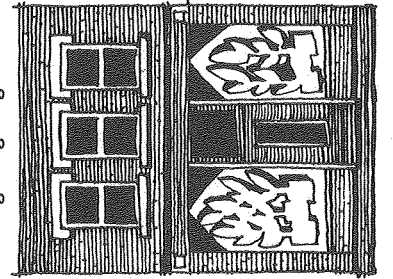
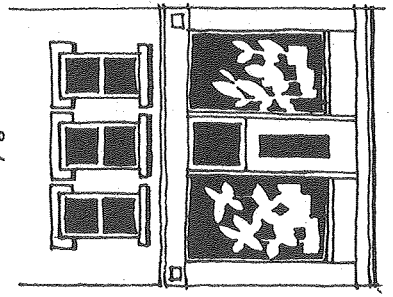
Do not overwhelm your window display with signs.

8. If words or prices are part of your display, signs should also contribute to your overall theme. Select an appropriate typeface (see "Signs") and a color that does not overwhelm your products. For professional quality, hire an experienced signmaker.

9. An attractive, well-lit display can entice nighttime window shoppers to return during business hours. Incandescent spot lighting, mounted on ceiling tracks or recessed into the ceiling, can effectively highlight products as well as provide adequate overall lighting. Consider using halogen bulbs which, although more expensive than incandescent bulbs, last longer

Daylight

Night Lighting



and use smaller fixtures. A well-lit window display also improves public safety by lighting the sidewalk and allowing police to see inside your shop at night.

10. To keep customers interested, change displays often. Your windows can change with the seasons, as well as reflect holidays and special events throughout the year.

11. Consider investing in reusable seasonal displays. Properly stored and protected, a sturdy display can be used for three or four years, and its cost can be prorated. A memorable display for Easter, Christmas, or Halloween will be anticipated by shoppers each year as a traditional part of the holiday.



12. If your store has display windows next to rear

entries (see "Rear Entrances"), displays should be simpler than those in the front, but should be of similar quality.

13. Remember, your window display is an integral part of your business. It contributes to:

- the character and success of your store;
- the character of your street; and
- the character of the business district as a whole.

Your display is an invitation to come inside and shop. Make it a good one.