

Creating a Standout Window Display

Tips, tricks and ideas for engaging displays

Creating a standout window display

Think of your window & shop front entrance as the cover to your magazine, this is your first opportunity to connect, engage and inspire your customer.

On average you have 6 seconds to create a lasting impression as your customer walks past, your displays need to be memorable for the right reasons!

Follow the tips below to create an impactful display.

STEP 1: Research! Research! Research!

It's time to answer the six points below to figure out the key driving factors for your display, once you answer the questions, you'll know the focus of your display!

EVENT

Is there a specific event you need to showcase?

PRODUCT

Is there a specific product you need to showcase?

CUSTOMER

Who is the key demographic for your display focus?

PROPS

What props have I got that I can reuse?

LAUNCH

When do we need to launch by?

BUDGET

What is your budget?

STEP 2: Inspiration

After working out your key driving factors start to collate images of window displays, colours and anything else that works within your research.

Your inspiration can be anything from a piece of artwork to the product you are showcasing.

Collect images, use Google, magazines & social media to collate your photos together. Once you have pulled the inspirational images together, you'll start to see a common thread in your ideas.

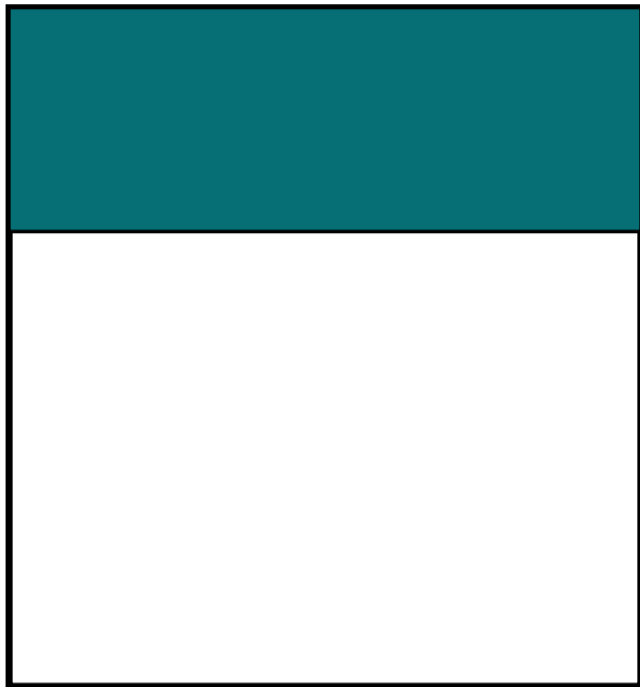


The commonalities will create your theme for the display.

STEP 3: Plan

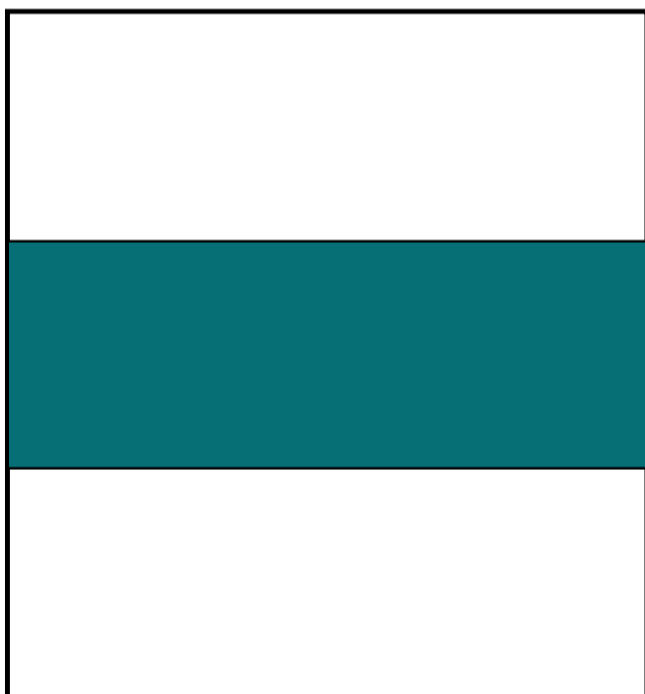
It's time to work out how your display will look.

To begin with, it's important you understand how to break up your window space.



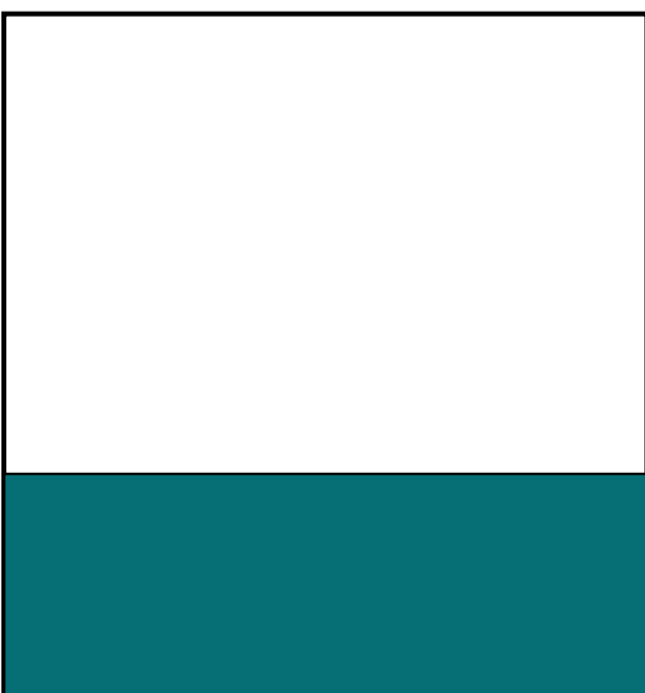
Top of the window

- Keep clear as much as possible, you don't want the customer to strain their necks to see the detail
- Your key information needs to sit within the middle and bottom of the window at the eyeline of the customer.



Middle of the window

- This is where you will connect with your customer and needs to hold your key message



Bottom of the window

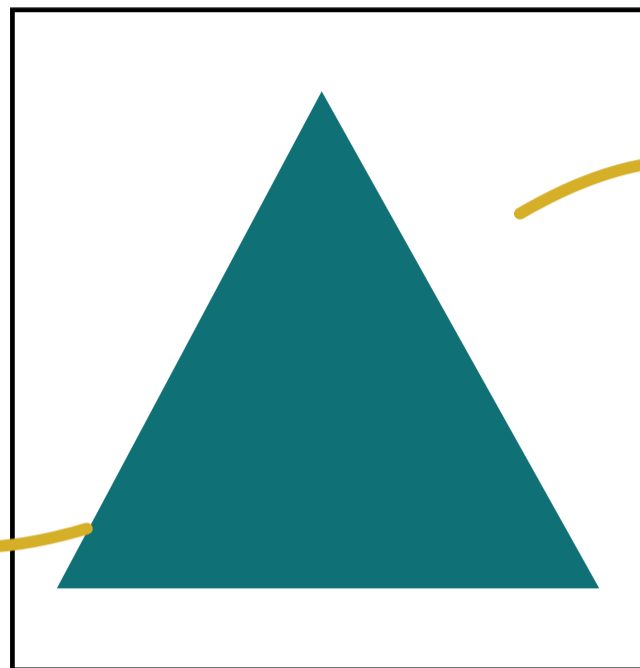
- Informational focus for secondary messages for your customer

What next?

Draw out the shape you want to place your items in for display, whichever shape you choose will create different sightlines for the customer to connect with.

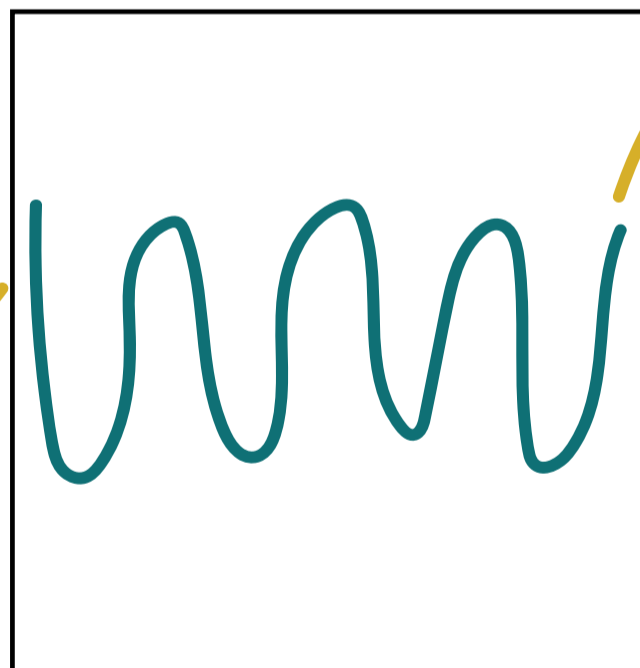
The space around the shape is negative space & is needed to add balance to your window.

You can change the triangle around to create different sightlines



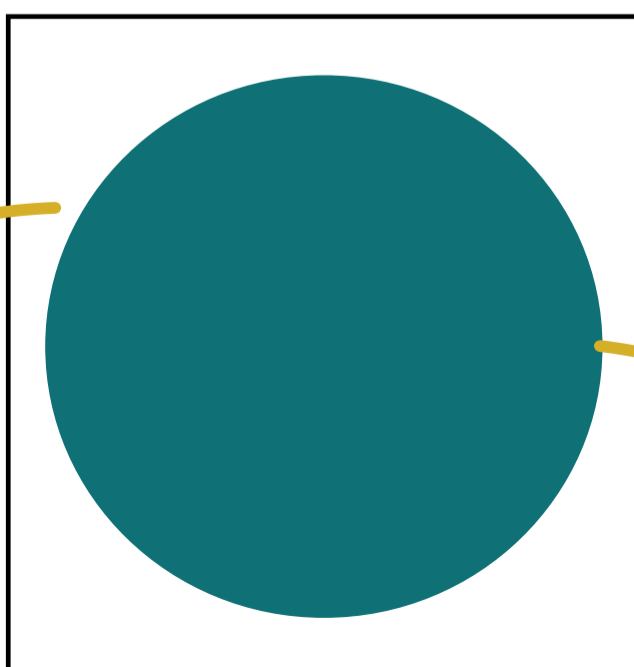
A triangle shape gives you 3 points of key sightlines

Using this shape fills a significant part of your window space



Creating highs & lows allows your customer to 'read' the window easily

Focusing your display in the centre of your space works well if you have a key product to showcase



Use the circle edge for secondary display elements

It's all in the details

After deciding on the overall space the window will fill, think about the details.

Things to consider

- Don't overcomplicate your window space, keep pockets of empty space to ensure what you want to be the hero, is the hero.
- Keep your focus piece as the highlight, it should not be overshadowed
- Using simple techniques such as repetition and colour balance when you place product will help keep your display from being chaotic
- What will you use to create varying heights? Do you need props to assist?
- Do you need signage? Think about size, shape & substrate.

Repetition: Helps people to remember things, repetition in your display can be used in colour or product placement as well as shapes & size.

Colour Balance: There are a few ways to manage colour:



Base & Highlight

Use a base colour & a highlight colour to really stand out. This could be using a black background with a bright printed product in front of it.



Colour Spectrum

Using a colour wheel, use tonal shades that work together to create harmony & create a spectrum through your window space.



Monochromatic

Choose one colour & use it in different shades through the space

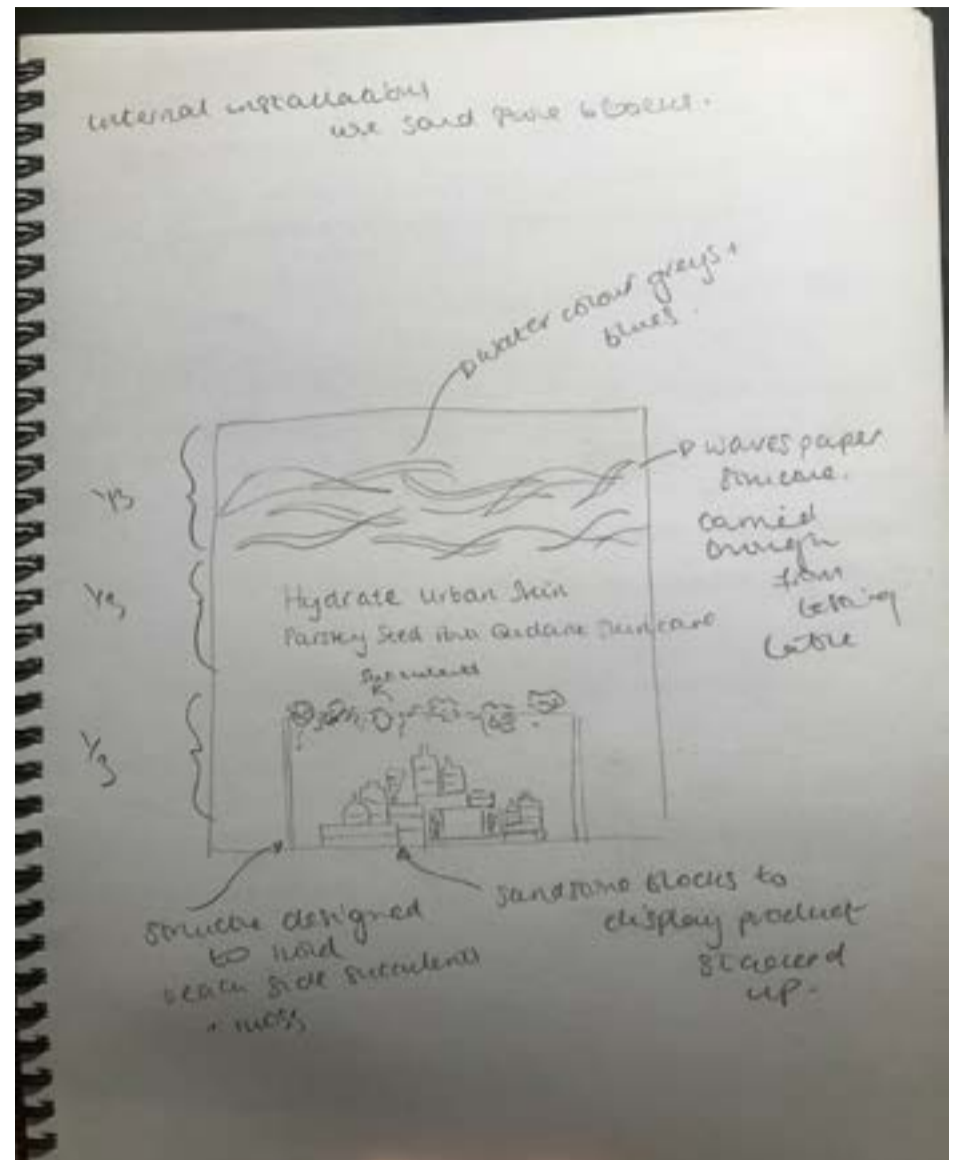
STEP 4: Sketch

Start sketching out your ideas. This doesn't have to be detailed but it should have all your key elements placed.

Draw out the shape you want to use then add the elements in, this will begin to form your display.

Annotate with notes as you develop your ideas.

Keep drawing your ideas until you're happy with the overall look, feel and placement of items in the display.



STEP 5: Create & Launch

It's time to build your windows, check the 3 steps below and set up your window!

PROPS

Ensure any props you need to create height or hang from are ready

PRODUCT

The product your are displaying should be in great condition, ready to go

PLACEMENT

Have your drawings ready to review and use as your road map for creating the display



Launch your window, you'll see all your hardwork and steps fall into place!

Track the sales from your window display over it's lifespan, this will show you what works, what doesn't & where you can improve on next time.

Adjust the lighting in the window space to ensure your product is highlighted and not in the shadows, the more light you can give the hero pieces, the more visible it will be.

Window Display for Events

Making the most of your space for significant events

Window display for events

We're going to revisit some of the steps in **'Creating a standout window display'** but we're going to focus on how to amplify this for significant events.

80% of a consumer's knowledge is taken in by sight. That's why your window display's have so much impact.

There will be times that in the global, national & local markets that significant events will bring a unanimous feeling to your community and it is integral to your business success that you capitalise on these events. This can be anything from Christmas to The Spring Racing Carnival or even Fashion Week.

The significant event that you connect with has to resonate with your demographic to ensure that your display has impact.

Why is event visual merchandising important?

Local & global events are important for community morale and connection with passers by.

Creating something special in your retail environment will ensure a memorable moment & immersive opportunity to connect with your customers.



STEP 1: Research! Research! Research!

Step 1- is crucial to setting yourself up for success with event planning, **steps need to be added** into this part of your window display creation.



EVENT

Is there a specific event you need to showcase?



EVENT

What is important to your customer about this event?



EVENT

Is there anything specific your local community will do for this event ?



PROPS

What props have I got that I can reuse?



LAUNCH

When do we need to launch by?



BUDGET

What is your budget?



PRODUCT

Is there a specific product you need to showcase?



CUSTOMER

Who is the key demographic for your display focus?

STEP 2: Inspiration

After working out the key focuses of your display, it's important that the event itself is fully researched & forms part of your inspiration.

Add extra stages into finding your inspiration by looking at the following:

- If this event is an annual occasion, what did you & other the local retailers focus on last year?
- If this is a global event, what inspiration can you find globally?
- Do you need key messaging? If so, what messaging do you need to have?



Collect images, use Google, magazines & social media to collate your photos together.

Once you have pulled the inspirational images together, you'll start to see a common thread in your ideas.

Steps 3, Steps 4 & Steps continue as previously specified in

'Creating a Standout Window Display'.



