

WINDOW DISPLAYS

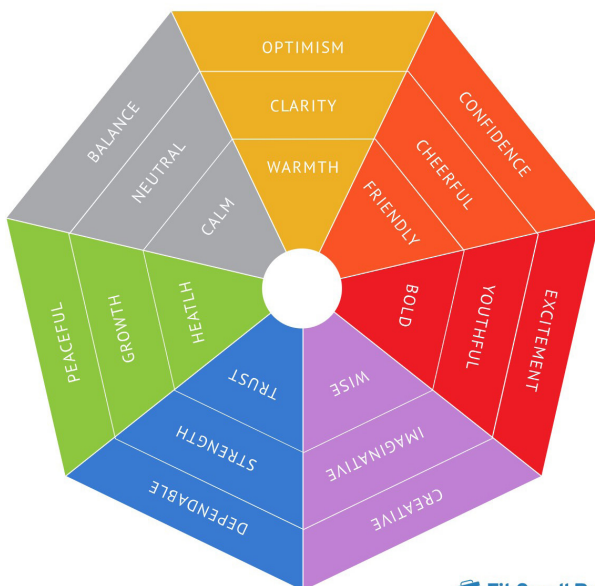


“You never get a second chance to make a first impression.” ~ Will Rogers

Good displays can make a store more inviting and have the potential to draw anyone into your store. Displays can be a conversation piece to people who are shopping in pairs or groups, and those conversations impact sales.



A winter-themed display showcasing warm, textured knit gloves, a soft stuffed bear, and a Christmas book.



Fit Small Business

Some examples of meanings behind different colors.

BASIC DESIGN CONCEPTS:

1. Composition – think of the display as a whole, with the individual pieces working together to form a work of art. Look at the display from varying distances, close up as well as from the street, and imagine each window is a work of art framed by the storefront. Be mindful of whether you want to create balance or asymmetry.

2. Color – different colors can not only add interest to your display, but can also evoke a feeling or emotion.

3. Texture – people can't touch your product through the window, but if they see an interesting texture, they are more likely to come inside to investigate. Studies show that when people pick up or touch an item, they are more likely to buy it. Think soft blanket or cozy sweater in the winter!

4. Message – tell a story or create a scene where people can see themselves using your product. Connect to holidays, a special event, or another theme.

5. Space – Think about the height and depth of your space and varied placement of individual pieces within the display. Use risers to change elevation and place things closer and farther away. Consider if an element can continue from the storefront into the store behind to keep people's eyes moving inside.

6. Lighting – consider day and night (even times you are not open!). The right light fixtures can make all the difference. Avoid lighting that is too even or washes along the entire window in the same way. Shadows can also tell stories. Track lighting can be easily adjusted to accommodate changing displays and highlight different focal points. Think about the actual appearance of the fixture itself – sleek lighting fixtures tend to have a more elevated and high-quality feel than string or rope lights. When choosing lights, make sure to think about how easy they are to maintain. Non-standard light bulbs are harder to replace, and individual diodes on LED rope lights might not be able to be replaced at all. Consider individually dimmable lights for maximum flexibility.

7. Eye movement/flow – create patterns like small to progressively larger items (a gradient) to make the eye move from small to large or large to small items. Or, create an array of similar items in a pattern and then break the pattern to focus the eye and highlight a certain item.

8. Contrast – light vs. dark, smooth vs. textured, transparent vs. opaque, big vs. small, etc.



Temporary vinyl snowflakes on the window itself.



Back to school theme with "graph paper" lined shelves and risers.



A playful and cheerful color scheme.

OTHER TIPS:

1. Think outside of the box – use unconventional items to supplement your product. Consider using temporary window vinyl decals for signage or even to create shapes or patterns.
2. Create vision boards and look at examples of displays you like from other communities or through online research. Consider subscribing to a window display expert's Instagram for inspiration. Ask your vendors for their opinion.
3. Switch out your displays frequently to keep customers interested. If they see the same thing in your window, they might assume you don't have any new products or that they have seen all you have to offer. Swap out seasonally, for special events, when you receive a new product you want to highlight. Aim to update your window displays at least every two months. Consider how often you want your target customer to visit your store and adjust accordingly!
4. Keep relevant to your brand and its target customer. Think beyond your products to consider the people you want to buy and use them. What lifestyle does your target customer live and what are they thinking about at certain times of the year?

PITFALLS TO AVOID:

1. Incorporating too much product. Focus on highlighting a few items so your customers aren't overwhelmed, and they can easily get what you are trying to communicate to them.
2. Not hiding props that should be hidden. Be conscious of wires or other elements you don't want to be seen. This takes away some of the magic behind the display and can seem tacky.
3. Don't use dirty or dingy display aids. Anything that looks tired or is dusty can turn away customers, who might assume your goods have also been sitting on the shelf for a while. Likewise, old risers or racks will not do your new goods justice.
4. Use of products not on sale vs things on sale. If you use something that is not for sale, chances are people will ask to buy it anyway! Balance the amount of products you use with the actual amount of stock you have. Avoid using an item you only have one of. If someone buys that one item, then you immediately have a hole in your display. If you need supplemental items for your display, consider partnering with another business to incorporate some of their product! This creates good partnerships and allows you to refer people to other stores within the district... keeping them on the street for longer!

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