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The magazine cover features a collage of images: cherubs, a golden Buddha head, a classical urn, and the Victoria & Albert Museum. The title 'GIFTS AND TABLEWARES' is in large purple letters. The word 'Inspiration' is written in a large, elegant script across the center. The word 'Authenticity' is written in a smaller, sans-serif font below it. The word 'Provenance' is written vertically on the left side. The word 'Classics' is written in a script font at the bottom right. The text 'V&A Enterprises: Inspired Design' is in the bottom left. The text 'With its collection of five million decorative objects, the Victoria & Albert Museum is both a resource and a muse for decorative accessory, stationery and jewelry manufacturers.' is below it. The text 'THE BUSINESS MAGAZINE OF GIFTS, TABLETOP, STATIONERY, HOUSEWARES AND DECORATIVE ACCESSORIES.' is at the bottom left. The text 'Canada Post Publication Sales Product Agreement No. 162191' is at the bottom left. The text 'A Southern Business Publication.' is at the bottom right. The price '\$4.00' is at the bottom right.

GIFTS AND TABLEWARES

Inspiration

Authenticity

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Maximum impact WINDOWS



BY LINDA McKENDRY, VMPC

Retailer Question: "Please help. Our store has very large display windows that often dwarf the products. How can I do more suitable, scaled displays?"

Linda's Answer: Nothing is worse than vacant spaces in a retail shop including large expanses of bare windows. Use them or lose them! If extreme sun exposure or security are problems paint or cover the windows. This will provide great backdrops for your interior displays. People are drawn to abundance and in this decade, they also ex-

dramatic the display to be seen. This means exaggerated patterns, extra contrast in colors, bold shapes, mega large props and good lighting. Bigger is better if you want things to be noticed from a distance.

Divide the spaces into areas that balance with each other and the entire store. This is usually inside the frames of individual windows. You may want to assign certain spots for specific lines of merchandise that relate to the different departments in the store. An easy way to fill at least one window

space is to put a shelved fixture right in front of it and create displays by grouping and spacing related products on the shelves. The whole unit filled with colorful products will attract some attention from a distance and encourage prospects to come up and take a closer look. Put miniature items right at eye level, large items either high on top of a fixture or on a platform at the customer's knee level.

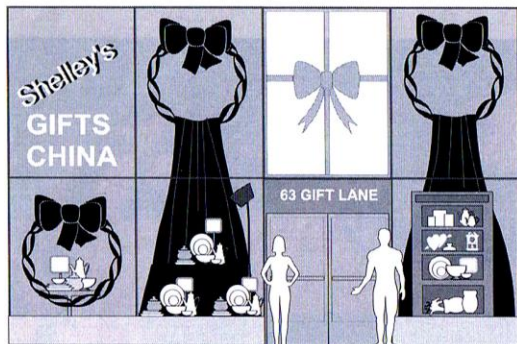
Whenever you try something new, run outside and take a look at it from across the street. Anything white placed close to the glass shows up from the greatest distance. Check this out the next time you drive around.

Fixtures and fittings. Purchase or build in platforms that bring the base of all the display areas between one and two feet up. For flexibility and variety have them designed in smaller sections and different dimensions so they can be moved, grouped or stacked, and even set up on end for a backdrop or riser. This will bring basic displays to a better eye level from the sidewalk, the street, or across the way.

Brackets secured between the windows in-

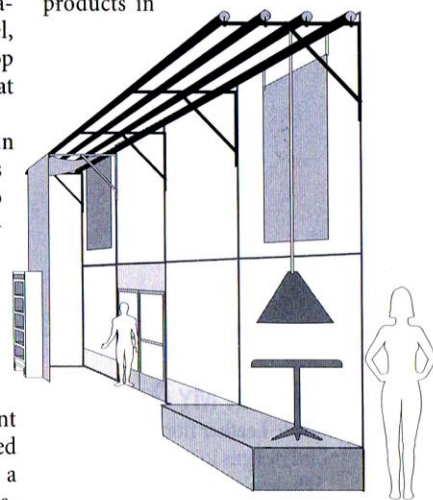
side the store that support bars at one, two or three distances from the window allow you incredible flexibility for supporting and hanging backdrops, signs, products and lights. This makes creating, arranging and changing displays easy and simple. It brings all the elements in the display to the correct eye level in relation to the displays while balancing everything with the scale of the window. Once you get the "hang of it" you will know exactly where to place merchandise so it is seen from the best vantage point without running outside at each step. Use fishing line, once strung, again and again without having to bring out the high ladder each time a window display or sign is changed.

Beg, borrow or buy extra large fixtures that work in color, pattern and style with the image of your store. Their design should reinforce the product lines but have enough variety in shape and function to show lots of products in



pect the retailer to educate and motivate them, inspire and entertain! Use your big windows to do all of that and more. Show lots of product with oversized props. Show lots of displays. Give customers great reasons to come in and take a closer look. Plan presentations for different areas of the storefront based on the season and what you want to promote. Keep the distance and eye-level in mind as you design signs and begin to group products.

Distance and eye-level. See the entire store front as a single venue the way your customers see it when they drive by or approach it on foot. The closer the distance the lower the eye-level of product placement. The farther the distance the more



many ways. That way your customers never get bored and you will target more markets. Example: Wrought iron and plain pine

(Original ads replaced with illustrations suitable for topic)

work with many products of varying color, pattern and style.

Products and props. Super props like extra large flowers, wide bordered frames, four foot high vases or flag-sized banners in light colors or reflective finishes work the best in large windows. Use these to attract attention, fill up lots of space and draw the eye towards the smaller products being displayed. An example of this would be an arrangement of three oversize wreaths balanced with the exterior architecture. Drape fabric from the wreaths to the floor for two reasons: One, to bring the viewer's eye from the extra large props down to where the products are displayed, and two, to use the fabrics to create a contrasting backdrop for displays. The wreaths themselves give a definite "theme" and continuity to the entire storefront but each one points to and works with different product lines making entirely different statements.

Other props that would work well in large windows are large tables with floor-length cloths, life-size folding screens, ceiling height tropical plants or Christmas trees year-round with no decorations. Lawn and garden ornaments such as gazebos, wrought iron rose arbors and porch swings can display a lot of products. Bring the ceiling level down with swoops of fabric canopies and large signs and banners that start at the windows and swing up into the store.

Remember "Bigger is better!" Bigger windows result in bigger sales because of all that extra visibility and exposure, light, contrast and movement. □



The colored balls draw all the attention from a distance and point to the products. They are close enough to the class to be lit from the outside and still be seen through the glass reflection. The colors of the products are reinforced.



The semi-transparent, frosty backdrop in these windows create the perfect contrast to highlight the bright colors of the products. Even from a distance and at a glance the products being featured are visible and obvious. The items placed high on the side walls provide first glance impressions for pedestrians walking by.



Nothing makes such a great impact as a prop that fills the entire space leaving just enough to still see into the store. The color, pattern, and style of the prop sets the theme for the season. The giant prop also acts as a contrasting backdrop.



The composition of this window begins with a feature item that is the focal point. (the dress) It's on a pedestal/ riser to be seen from a greater distance i.e. over parked cars! The hanging gift boxes form a loose frame around it, draw more attention, fill the space, and suggest gift giving or parties. Valentines or Christmas!



In this example the products are too small to take center stage so the "prop", the contemporary spiral trees, are taking the main role of pointing to the product. The risers are white to draw the most attention from a distance and invite shoppers to come and take a closer look. Simple but magical!