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One

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VMPCdisplay THREE
THEMES

For many retailers the fourth quarter is relentlessly busy. What can you do to ease the workload? How about creating a basic display that will take your store from Thanksgiving into the New Year with minimum effort and maximum effect.

This display idea incorporates a single set-up with three variations: one for Thanksgiving/Autumn, another for Halloween, and a third for Christmas/Holiday/Winter. Once the basic "framework" is in place, the theme may be simply changed by replacing the fabrics and props. Here are the instructions and some variations to expand this idea.

Materials And Instructions

◆ Globe or ball of any size or description depending on the space available and the amount of impact you want to make. Note: If your globe isn't designed to hang, use clear fishing line to make a macrame-type hanger. Tie in at top (see figure 1 and 1A).



figure 1



figure 1a

- ◆ Fishing line, string, ribbon, etc. to work in with your store's image or products.
- ◆ Drapable material: plastic, crepe paper, fabric, sheets, tableclothes, etc.
- ◆ Floral props, picks, garlands and ribbons to suit the season and theme selected.

1. Cut a small hole in the middle of a piece of white plastic, crepe paper, fabric or bedsheet the shape and size that fits with the impact that you want to make with your display or to fit into available space. (Figure 2)



figure 2

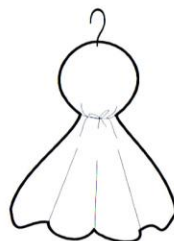


figure 3

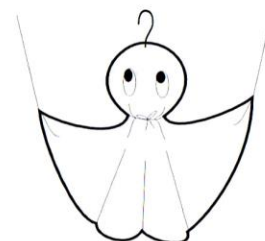


figure 4



figure 5

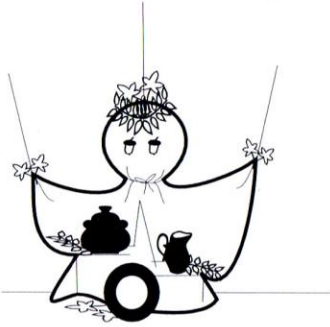


figure 6

Making More of a Great Idea

- ★ Duplicate and cluster for greater effect.
- ★ Separate to work with different colors, patterns and styles of product lines.
- ★ Use displays throughout your store for greater impact: They can be particularly effective in areas that are not considered display friendly—on top of fixtures and against large expanses of wall which is above comfortable reach for products.
 - ★ Display in well-lit areas.
- ★ For added effect for some characters such as the ghost, have a fan gently blowing it towards the products. (Figure 6)

2. Drape the material over the ball with the hook or line exposed for hanging. Tie in the material under the ball to create a "head." (Figure 3)
3. Pin up one or both sides to create the effect of outstretched arms. Add facial features to your display character: friendly and grateful for Thanksgiving; ferocious and frightening for Halloween; angelic and welcoming for Christmas/holiday; etc. Move the direction of the eyes for effect. (Figure 4)
4. Drape the material over boxes or risers to create ledges on which to display regular or theme-related products. (Figure 5)



Thanksgiving Praise Or Fall Scarecrow

Tableware, candles, stationery, gourmet foods all lend themselves to a harvest/autumn/Thanksgiving-theme display. Use burlap or bark cloth for a rustic theme, copper lamé with wrought iron products, and natural tones for brightly-colored items. Add appropriate floral garlands, straw, autumn leaves, bare twigs, or straw for contrast in texture and added dimension.

Halloween Ghost

A Halloween ghost with an optional witch's hat is created using any drapable material. While white is the color traditionally used for ghosts, pick the color that will best suit the

products you wish to showcase in front of this prop. This could be an iridescent purple behind bright orange items or even black to represent a witch with the traditional broom added, instead of a ghost.

Use your imagination but always pick a color and texture that will visually enhance the products that will be part of this display. Keep in mind that a themed display should always point to the products and not just entertain the neighborhood unless you have nothing better to do!

Christmas Angel

Lace with soft greens and rose can be used to create an angel with which to present Victo-

rian-type gifts. Gold lamé may be the perfect background for gold-trimmed items. Repeat these angels in each department of your store, changing the materials and trims to suit the individual product lines being represented. Ribbons flowing from the arms can move the shopper's eye to other product groupings, signs or back-up stock available for self selection. Another theme option: Snowman.

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(original ads replaced by illustrations appropriate for the topic)



A long neck next to the short neck allows for more interest and depth. The short one 'nests' into the tall one to show more in less space.

When the eye moves up and down or diagonally it slows down compared to scanning back and forth, like reading.



Displays that are finished on all sides work when placed in a central place seen from several views.

Contrasts and comparisons are easier to show when using two examples. This says to the shopper, "either or" or "both", not "yes" or "no" to just one. Increased motivation for sales.



Two displays show colors that might not be considered as combinations. This allows the merchant to visually make suggestions and increase sales for more than one type of shopper, at a glance.

Two styles can be shown at once as well to increase the interest and suggest variety and abundance of choice.