

5 TIPS ON GREAT WINDOW DISPLAYS THAT PULL IN CUSTOMERS LIKE CRAZY

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GREAT IDEA #1: How much merchandise?

Never overcrowd your window with too much merchandise. It just confuses the customer and they can't focus on any one thing.

Space within the window gives merchandise drama and importance.

Too many retailers believe if you put everything into the window, someone will eventually see something that they like. This doesn't work. It actually works against you. It makes you look old-fashioned and desperate. LESS IS MORE!

GREAT IDEA #2: Where are your focal points?

Think about where you want the shopper's eye to go first. That's your strongest focal point.

Create different heights in your window to put your merchandise on. This naturally creates focal points for the eye to rest on.

Lighting also creates focal points. The eye is always drawn to the point where the light is strongest.

Do not have too many focal points in one window. It's confusing and has the same problem as putting in too much merchandise.

GREAT IDEA #3: Keep changing as often as possible.

To look active and exciting, the merchandise in your windows should keep changing as much as possible, ideally every two weeks.

The customer gets the impression that there is always something new going on in your store and will come in to check it out, even if it's not really new at all.

GREAT IDEA #4: Dramatic lighting is critical.

Too many stores don't put enough thought into the lighting of the displays.

Use track lighting with multiple heads for maximum effectiveness. Avoid fluorescent overhead lighting. It deadens the merchandise because it doesn't create interesting shadows.

GREAT IDEA #5: Don't let down on your housekeeping.

This seems self-explanatory but you'd be surprised how many dirty windows there are around town. Don't let dust bunnies and lint accumulate. Check both every morning when you arrive and at night when you leave.

.....and be sure that your glass is cleaned inside and out every month.

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