

WHITE PAPER

# The Art of Window Design

Innovate, Captivate, Activate





## Foreword

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### A SPECIAL THANKS TO OUR RESEARCH COUNCIL & WHITE PAPER COMMITTEE MEMBERS\*\*

*Madeline Baumgartner*  
Shop!

*Leo van de Polder*  
Shop!

*Teri Mascotti\*\**  
Board Liaison  
Mascotti Strategies

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Tarkett

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PepsiCo

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The Integer Group

*Dan Sabanosh*  
Great Northern

*Daniel Jesensky\*\**  
Dago

*Jane Greenthal*  
Gensler

*Jeff Rafalski*  
PCA

*Jeffrey Spizale\*\**  
Zön Retail

*Jill Anderson*  
WestRock

*Matthew Winkelman*  
Progredi Group, LLC.

*Vince Guzzi*  
Watt International

### **WINDOWS ARE THE MOST IMPORTANT ON-SITE MARKETING TOOL**

retailers have to gain the attention of potential shoppers, either enticing them to come inside or to move on to somewhere more exciting.

There is an art to window design, and a successful window conveys a store's brand story—providing entertainment for the eyes with mood, material, lighting, and sound.

The Art of Window Design explores the history, dating back to 1883 with Macy's first Christmas window, as well as global trends today and expectations for the next 12 months. This white paper shows how retail windows have evolved and yet in ways stayed the same over the years. Designs, materials, and lighting options have come, gone, and returned, but the same goals hold true: tell the brand story, attract the shopper into the store, and convince them to buy.

Our goal at Shop! Environments Association is to provide retailers and brands with fresh ideas to meet their customers' untapped needs by using Shop! member products and services. Delivering on the "**wow factor**" is one of six important retail trends we've identified in today's challenging retail environment. This paper offers insights on how window design can create a brand story to ultimately enhance the retail experience for shoppers and increase purchasing.

I want to thank our Research Council for their contributions to this paper. I am confident you will walk away with creative ideas to capture attention through engaging window displays.

If you have any questions about this or other Shop! White Papers, feel free to reach out to me ([tdittman@shopassociation.org](mailto:tdittman@shopassociation.org)) or Madeline Baumgartner, Director of Research, at [mbaumgartner@shopassociation.org](mailto:mbaumgartner@shopassociation.org).

Todd Dittman, Executive Director Shop!

# Introduction

SOURCE: 2018 SHOPI DESIGN AWARDS: GOLD AWARD: BRAND ACTIVATION: WW STYLED BY WOOLWORTHS & SOUTH AFRICAN DESIGNERS/BETTER COTTON



**FOR ALL THE LATEST** technologies and activation techniques, why have window displays stood the test of time and relevancy? If eyes are often called the window to the soul, could it be said that window displays and the art of window design be the portal to the brand soul?

Why does a store put so much effort into the window displays? Because they tell an immediate story, providing entertainment for the eyes with mood, material, lighting, and sound. They differentiate one brand from another, one season from another, and one promotion from another. Window design helps define the brand personality and is perhaps the common thread in an entire calendar year of store theming sets. Some arguably would say they help close sales- "how much is that doggy in the window?" scenario.

Good window design will likely tell a story through various theming techniques. The store brand will use visuals to create the emotion or appeal. Each window frame has a focal point, where the center of the visual story begins. Similar to "framing" that we do in graphic design or photography, the visual artist will determine where they want the focal point to be, how big it should be, and then how to arrange the story around that point.

SOURCE: ZON RETAIL



The visual merchandising team becomes the artist that uses lighting, color, and materials which could be product related or placed to enhance the product. Sometimes materials are used to help illustrate texture or a juxtaposition of several textures, i.e., hard versus soft. Part of the story to be told may be enhanced with mannequins which help personalize the theme to the audience. Psychologically, the mind's eye will see the mannequin as a personal reflection or help render familiarity.

Window dressers, as they were once known, employ several framing techniques: The power of three, light and shadow, and the weighted aspect of asymmetry. All three techniques, used by artists, photographers, and advertisers alike, are used to draw the mind to the scene in the frame. Our mind will balance out the asymmetrical or unbalanced elements and allow us to remain focused longer.



SOURCE: JUDY BELL, MALL OF AMERICA

In a recent interview with Visual Merchandising veteran Judy Bell, she stressed the importance of scale and lighting in a window. Lighting can be used to capture the attention of the shopper, draw them to the window, and highlight the product in a way that captivates and motivates the shopper to enter the store. The key to lighting though is to use it strategically and at not overwhelm shoppers' eyes. A light that is too bright will have the opposite of the desired effect. People will not be able to see the products displayed and will not feel welcomed inside. In terms of scale, especially for signage in the window, the window designer needs to make sure the size fits the window. The wrong size will make the window unappealing and ineffective.

This white paper will show how window designs have evolved and yet in ways stayed the same over the years. Designs, materials and lighting options have come, gone and returned, but the same goals holds true, tell the brand story, attract the shopper into the store, and convince them to buy. Whether in a small town or a big city around the world, store windows should do one thing. . . **leave shoppers smiling.**

# History of Window Design

**AS A RETAIL STORE**, window displays are one of the most important marketing tool retailers have at their disposal. Windows can encourage a passerby enter your store and become a customer or ignore the store entirely. These days, retailers are under a lot of pressure to attract and keep customers coming into their stores when shopping from home has become so convenient and price competitive. Redefining everything we ever thought about window shopping, these creative window displays will stop anyone in their tracks. As a mix of art, fashion, design, and marketing, they not only

have to quickly grab our attention, but also they must compel us to enter a store. By giving people an experience, these displays also have the important duty of helping define a brand's image. This is important for the visual merchandiser because they are given the task of communicating the store's image through their displays. We have come a long way from stock piling a table in front of the store with goods to having live models posing in windows. Creativity and innovation continue to push the boundaries in our field. A walk down memory lane can prepare the industry for what is to come.



**1883**

Macy's NYC — The first Macy's Christmas display, which featured a mechanical Santa's sleigh pulled by reindeer.



**1915**

Saks Fifth Avenue in New York started unveiling events for their window displays. Window were created in the basement of the store on platforms with hydraulic lifts. They wanted their window designs to be out of public view until unveiling.

**1900**

Competition from major dry goods/department stores were in full swing especially for Christmas, primarily in NY, Chicago, and Philadelphia.



**1930**

During the Great Depression, window displays continued to be a source for amusement, fantasy, and dreams for better things to come.

**1938**

Lord and Taylor created displays with less emphasis on merchandise and were purely for entertainment that included creative lighting and sound. This was at the same time when Madison Avenue ad firms were creating ads that were like an anticipated event in themselves without showing brand products.

**1939**

World War II influenced window displays greatly. Competition for patriotic displays were common and were less about products.



**1950**

Window displays become more creative, fanciful, and dramatic. By this time not only were major department stores participating in creative window displays but almost all retailers were using professional visual merchandisers.

**1956**

Southdale Shopping Mall opens. An enclosed shopping mall changed the way window shoppers spent time. Climate control allowed customers more time to stroll from store to store comfortably.

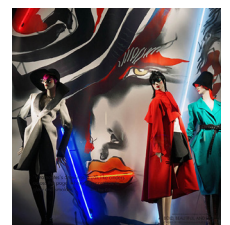


**1970**

Windows included mannequins with lifelike features blended with mannequins that were almost pure art forms.

**1980**

Jumbo lifestyle graphics, advances in lighting and use of creative props are introduced.

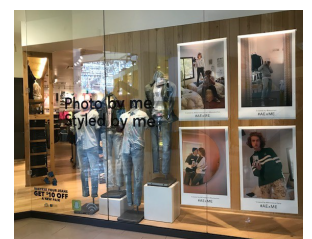


**2000**

Storytelling, open back windows, advances in mannequins and bust forms, smaller visual staffs are popular.

**2015**

Continued advances in lighting (LEDs) and other theater lighting, branded displays, and technology integration change displays dramatically



**2019**

Instagrammable moments, interactive technology bridging online and offline, and bold colors are the name of the game today.

# 2018 Shop! Visual Presentation of the Year Window Display Award-Galleries Lafayette Paris

**Galleries Lafayette:** retailer, design, photos, project management

**Kendu In-Store Visual Solutions:** design, execution, signage, project management, visual elements



SOURCE: SHOP! RETAIL ENVIRONMENTS MAGAZINE

The Christmas window displays of Galleries Lafayette’s Boulevard Haussmann flagship are always a must-visit in the French capital. In 2017, the venerable department store’s captivating and colorful “Spectacular Spectacular” theme blended extravagant traditional theatrical window design with highly detailed animation, new LED digital communication technology, and baroque Art Deco style for a novel and magical effect.

Set against a surrealist 20th-century Paris fairground scene, the colorful animated windows tell the tale of the feverish race between Pierre, the hero pigeon, and his sweetheart, Coco, a gentle dove. The story, played out across more than 10 window displays, follows the two lovebirds on their adventures to famous locations in Paris, including well-known streetscapes of buildings and bridges, a circus, barracks, and Parisian rooftop, eventually concluding successfully above the recreated Art Nouveau dome of the Galleries Lafayette building itself. The pigeon protagonists are joined by a multitude of highly detailed carnival characters, including acrobats, fortune readers, a two-headed man, a strong man, and circus animals.



SOURCE: SHOP! RETAIL ENVIRONMENTS MAGAZINE

Contributing background movement and magic to the animated scenes were five dynamic LED displays designed, manufactured, and installed by Kendu In-Store Visual Solutions, based in Doral, Fla., U.S. The company’s Flowbox dynamic LED displays created a bustling Paris background complete with exploding violet, purple, and pink fireworks. The displays combined printed color-matched fabric visuals with animated effects including subtle tonal variations, continuous color changes, and action-based animations.

Kendu worked directly with Galleries Lafayette’s “responsable de création identité visuelle” (creative visual identity manager) to create dynamic displays that fit the maximum space within each window. The RGB LED plates that lock into the aluminum frame of each display were individually programmed to create special motion effects.

The preprogrammed SD cards were shipped with the displays, flat-packed in specially designed flight cases to be assembled on-site. The method was 70% less costly than shipping the displays preassembled. Installation was carried out without disrupting shoppers. Additionally, Galleries Lafayette can store all of the Flowboxes in the specially designed cases until their next installation — with new tensile fabric graphics — at the Boulevard Haussmann flagship.



SOURCE: SHOP! RETAIL ENVIRONMENTS MAGAZINE

For more examples of best in class store and window designs, please visit the 2018 Shop! Winners Book at [bit.ly/2OxaF4e](http://bit.ly/2OxaF4e)



# Windows of Today

**STORE WINDOWS RUN** the gamut from inspiring, imaginative, and high-tech, to utilitarian, informative, and low-tech. As with store design, window design creativity is often influenced by the retail channel, retailer, location, and/or customer demographic. But no matter the budget, store windows should attract, inspire, and motivate.

SOURCE: SHOPI! RETAIL ENVIRONMENTS, COURTESY OF WINDOWSWEAR



## SHOPPER BEHAVIOR

Retailers have three seconds to stop someone and get them to notice the window and then 30 seconds to tell their brand story. A key way to gain the attention of shoppers is to embrace the latest trends in window designs.

SOURCE: SHOPI! RETAIL ENVIRONMENTS, COURTESY OF WINDOWSWEAR



### Embrace Five Key Trends in Window Designs

- 1 Create Instagrammable moments
- 2 Employ technology to increase attraction, enhance the shopping experience, and bridge online with offline
- 3 Produce windows that pop with excitement (i.e., unique imaginative designs, bold colors, unexpected vignettes)
- 4 Use lighting to accent products and attract attention (i.e., bright [but not too bright], neon)
- 5 Develop localized and personalized themes (i.e., regional products and materials, partnership with local artists)

## TECHNOLOGY

From interactive technology to LED displays, it is important to choose the best solution for each application--and sometimes a low- or no-tech approach is the best option. But when a situation warrants technology within a window display, it is a great way to increase attraction, enhance the shopping experience, and bridge online with offline. Today, retailers have numerous options (digital signage, AR/VR, etc.) available depending on their goal and strategy for the window. The following are just a couple examples of technology retailers have used.

**Digital Signage** is used to share targeted information, entertainment, merchandising, and promotional messaging. As Jeff Porter stresses in his chapter on digital signage in the Shop! MaRC Exam Prep Book, 2017 Edition, digital signage content must be lively, relevant, and appealing. This can be seen in the Levi's digital windows on Market Street in San Francisco. Because natural light is essential to the layout, the slim, attractive displays featuring high LED brightness also make an impactful statement without blocking sun and sightlines.

SOURCE: SHOPI! RETAIL ENVIRONMENTS, COURTESY OF PIXELL EX



## Digital Interactive

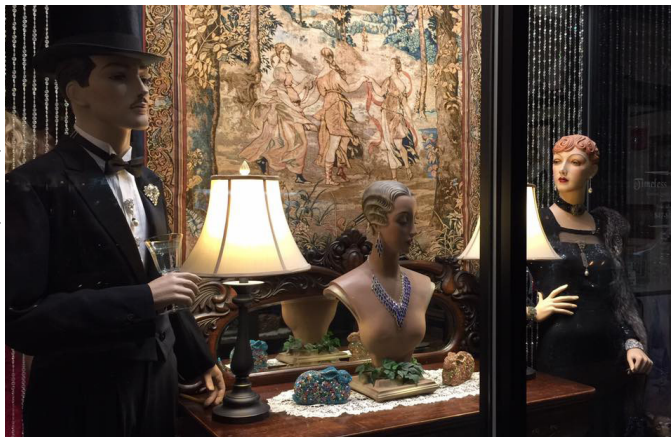
In Spring of 2018, Gucci introduced an interactive digital experience combining Virtual Reality (VR) and Augmented Reality (AR) with the physical window. The program featured digital illustrations from the Spanish artist, Ignasi Monreal. Shoppers were able to access these works, along with a catalogue of Gucci products via an App.

SOURCE: WINDOWSWEAR



## SMALL-TOWN AMERICA

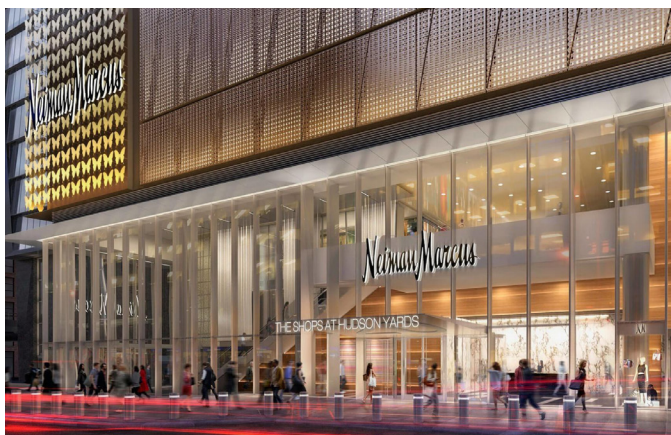
Timeless Treasures in downtown (small-town) Antioch, Illinois offers a full line of new and vintage items to inspire and delight even the most discerning tastes. The exquisitely handcrafted interior complements the carefully curated items for sale, while the store is accentuated by the inspiring windows. Carrying over the store message of affordable elegance, the window captures the attention of shoppers on the street with thoughtful product placement and lures them inside. From the elegantly dressed and adorned mannequins to the carefully appointed décor complete with festive holiday lighting and lit signage each element helps to catch the eye of every passerby.



SOURCE: TIMELESS TREASURES, ANTIOCH, ILLINOIS

## BRIGHT LIGHTS AND BIG CITY

In a recent interview with Cynthia Hirsch RDI, President, Collaborative Design Strategies, she noted how impressively retailers at New York City's newest shopping and dining destination, Hudson Yards, are raising the bar with their window and store designs. They are elevating everything they do to make the shopper want to go into the store. She also noted that brands with bland, unexciting windows experience less foot traffic than their creative counterparts. To see projects in Hudson Yards from Shop! members, please visit <https://insights.retailenvironments.org/news/>



SOURCE: WWW.HUDSONYARDSNEWYORK.COM



SOURCE: ZENGENIUS

Garrison Latimer and Jalpa Patel from ZenGenius shared their experience designing the windows for the Fuji Film Wonder Photo Shop in NYC. The brand is taking interactivity and Instagrammable moments to the next level. Besides setting up an area for photos, they offer free onsite printing in-store, while in-store customers can browse all the latest products and services both available on- and offline. The experience not only encourages interaction with the store, it also creates a lasting impression and helps develop an ongoing relationship with the shopper.



SOURCE: JUDY BELL, MALL OF AMERICA

## AND EVERYTHING IN BETWEEN...

Judy Bell of Energenic Retail recently visited the Mall of America in Minneapolis, MN. To some, Minneapolis is the crossroads between small town America and Big City. Mall of America is one of the top tourist destinations in the country and one of the largest malls as well. Judy noted that during her visit, there was little use of technology in the store windows. She primarily saw product displays and lifestyle scenes. Her advice to retailers; if a product is displayed in your window, make sure it is readily available in-store or easy to order. Customers should not have to search for the item that caught their eye in the first place. Attracting the shopper into the store is the goal, so don't lose them with an out of stock situation.

# Windows of the World

## ZARA HOME, RUSSIA

A creative brand statement by using just one product. It is clear that Zara is not selling clothing here.



SOURCE: LEO VAN DE POLDER

## THE ICE CREAM ARTIST, BUENOS AIRES

Text "the ice cream artists" is literally visible in a creative decorated ice cream.



SOURCE: LEO VAN DE POLDER

## BIJENKORF, THE NETHERLANDS

Chanel took an inventive and eye-catching approach to the launch of a new perfume. The 2D and 3D theater environment highlights the product presented on the chair.



SOURCE: LEO VAN DE POLDER

## LOUIS VUITTON, FRANCE

All arrows are pointing towards the handbag.



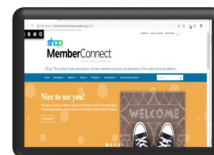
SOURCE: LEO VAN DE POLDER

## UNIQLO STORE, JAPAN

In this window, is the collaboration visible between Uniqlo, Disney, Mickey Mouse by Andy Warhol



SOURCE: LEO VAN DE POLDER



Shop! Members can check out more inspiration from around the world in the Open Forum on Member Connect at [bit.ly/2U7itjd](https://bit.ly/2U7itjd)



# Window of Opportunity for Vodafone

**Winner:** 2017 Silver POPAI Award

**Category:** Flagship & Store

**Company Name:** Haygarth Group

**Client Company Name:** Vodafone UK



## WHAT WERE THE OBJECTIVES BEHIND THE STORE CONCEPT?

The challenge for Haygarth Group was a big one. How do you build brand awareness and bring to life an invisible product in a premium and impactful way—unlocking space, driving sales and strengthening relations with Harrods, one of London’s most iconic department stores?

Answer: With an eye-catching and disruptive window display that’s relevant and lucrative to all parties. Every year, Harrods dedicates a month to celebrating exciting trends in technology; something Vodafone was keen to be part of. So with a bold customer proposition – ‘feel free to live life your way with the UK’s strongest network coverage’ – we created a contemporary interpretation of the London skyline, complete with a rotating London Eye and twinkling Tower Bridge scene. Sleek and modern, the window display had a premium feel in keeping with Harrods’ positioning as a luxury store. Not only did the panoramic view appeal to locals and tourists alike, but it also highlighted Vodafone’s network guarantee and position as London’s No. 1 network – something we know drives purchasing intent by 3.5 times and attracts higher value customers.

To further enhance Vodafone’s tech capabilities, we secured a partnership with Samsung and drew in countless window-shoppers with the Galaxy S7, S7 Edge and VR headset. But the icing on the cake was our Harrods’ exclusive – three weeks as sole retailer of Samsung’s brand new 360 camera.

With over 300,000 visitors per week, our window takeover had lots of eyes on it, so we made sure our modest design and production budget worked hard to deliver the best results possible, and all within a six-week time frame, from concept to build.

## HOW WERE THE OBJECTIVES MET AND WHAT WERE THE RESULTS?

In keeping with Harrods’ high-standards, we knew our window display had to look amazing 24/7. And by drawing attention after hours too, it meant we could also maximize the relatively short promotional period while building a stronger relationship with this luxury retailer. So alongside a mesmerising London Eye and Tower Bridge scene – complete with mechanical moving parts – the display lit up at night (just like Harrods) creating a welcome disruption during those dreary October evenings.



SOURCE: POPAI UK & IRELAND

The display needed to be eye-catching at any hour of the day or night, which meant including movement and lighting. However, to achieve this we had to overcome Harrods’ strict safety regulations within a shorter than ideal time frame. But with our dedicated team on hand and our strong relationship with Harrods, we were able to create something everyone was proud of.

The display was built using Class O fire-related materials – the turning wheel and opening footbridge were made predominately of polycarbonate, reverse decorated with LED strip lights and 24-hour running display motors – and ready to go within two working weeks.

And the results speak for themselves. During the Three-week promotional period, we met and even exceeded our objectives, including:

**Objective:** Drive sales of Samsung

**Result:** Increased sales of the Samsung S7 and S7 Edge by 35%

**Objective:** Secure an exclusive deal for Harrods

**Result:** Delivered a 100% conversion rate on the exclusive Samsung 360 camera

**Objective:** Build brand awareness

**Result:** Increased Vodafone’s NPS scores for Brand Awareness in London in the following quarter review

**Objective:** Strengthen Vodafone’s partnership with Harrods

**Result:** Secured future media opportunities with Harrods for 2017, including a guaranteed window display for their 2017 Tech Month

Furthermore, it was our consideration for staff, design credentials, and shopper expertise that received extremely positive feedback from both the Vodafone and Harrods directors, and strengthened and secured a profitable retail partnership. You could say it was a 360 success all round!

**Thank you to POPAI UK & Ireland for the use of the above POPAI Award Winner. For more information on the POPAI Awards, please visit [popai.co.uk/awards](http://popai.co.uk/awards)**

# Central Children's Store on Lubyanka

**Winner:** 2019 First Place POPAI Award

**Design:** Unite

**Client Company Name:** Walt Disney Company

**Location:** Moscow



This project involved the design, creation, and realization of a window display for the Central Children's Store on Lubyanka. The window was decorated as a realistic magical forest from the Disney film "Snow white and the seven dwarfs". Notably, the 3D figures of the main characters were made of fiberglass with artistic painting and airbrushing. In addition, almost all the "forest residents" could move. Due to the location of lighting and fixtures, the main elements of the window attracted attention, and it was nearly impossible to pass by without pausing to admire the display.



SOURCE: POPAI RUSSIA

# STREET BEAT

**Winner:** 2018 Third Place POPAI Award

**Location:** Moscow, Voronezh, Saint-Petersburg



Graffiti is an essential attribute of urban youth culture. That is why graffiti artists were invited to create the design of the new STREET BEAT windows. The new windows tell the story of the graffiti in the city and also the story of the city hero. The illustrations were based on the key city sights of Moscow, St. Petersburg, and Voronezh. Every city has its own hero with bright, festive, sneakers on his feet. Also, each city has its own picture showing the new year in the metropolis. In addition to the main panels, special cubes holding gifts were created with signage that indicated the purpose and destination-in STREET BEAT you can choose a gift for everyone.



SOURCE: POPAI RUSSIA



SOURCE: POPAI RUSSIA



SOURCE: POPAI RUSSIA

Thank you to POPAI Russia for the use of the above POPAI Russia Award Winners. For more information on the POPAI Russia Awards, please visit [popai-awards.ru/](http://popai-awards.ru/)

CASE STUDY:

# Lacoste U.S. Window Program

**Client:** Lacoste

**Designer:** ZÖN Retail

**GOALS:**

- Lacoste corporate Paris/UK wanted to have their Europe window program executed in the U.S. market for wholesale accounts.
- The assignment was to use their current program for inspiration and modify the components to fit multiple sized window footprints. The most common was 3' x 4' and 6' x 4' and not to exceed 5' height.
- The displays needed to look good front, back, and sides. Display items needed to ship flat with instructions and made easy to assemble.

**MATERIALS USED:**

Wood, corrugated falcon board, and rigid foam board.



**RESULTS:**

- ZÖN produced multiple kits and managed deliveries and follow up calls to ensure all retailers received and assembled the displays.
- The displays were all installed on the same date that coincided with a global ad campaign launching a new Lacoste shoe. Retailers reported a 20% to 30% lift in sales. This exceeded client expectations.

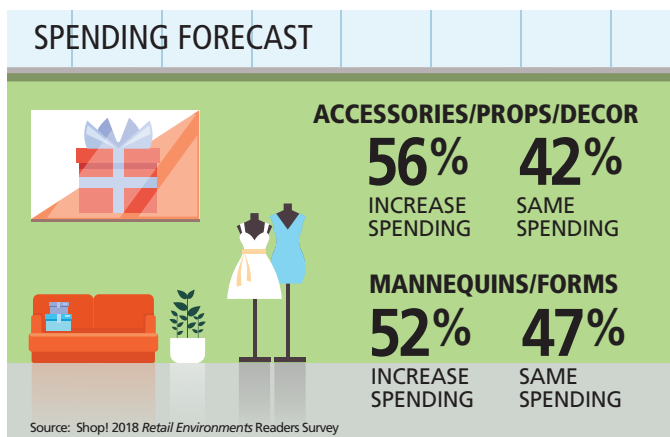
**LESSON LEARNED:**

- Having detailed setup instructions was a great help. Adding a link to a setup instruction video also proved to be invaluable.



## Where Do We Go From Here?

**WHEN IT COMES TO** window displays, there's great news for suppliers: spending on visual merchandising products is expected to hold stable or increase over the next 12 months, and opportunities abound for those with a creative flare.



As this white paper has demonstrated, retailers and brands must continue to evolve their window designs and experiences to keep up with the changing needs, wants, and desires of the customer. Windows must continue to interact and draw shoppers into the store. To do so, Hirsch stresses that Retailers need to pay attention to their customer base followers. What are their likes, what draws their attention, what are they looking for, and what will make them go into a store? Retailers need to be creative with new materials and new ideas that help differentiate their brand.

Technology within the store window will continue to be used to enhance the shopper experience. Augmented reality will help shoppers discover the many possibilities inside, while at the same time engaging and entertaining them. Digital signage will show a variety of messages to help inform and inspire shoppers. While one of those messages could direct people inside to see what's in store for them, another could direct people online to learn more, experience more, and buy more. But, make sure what is advertised in the window is readily available inside. Customers should not have to experience frustration trying to find the items they saw just moments before. Interactive shopper apps will also continue to thrive.

Latimer and Patel believe the dwell space right outside the window display will continue to be important in the shopper experience. Retailers need to give people a space that is integrated with the window and the store in general. Help bring the brand feel outside and transition the shopper into the store. Make that transition seamless and provide touchpoints within the store to tie in with the great window.



# Key Takeaways

**THE STORE WINDOW PLAYS** an important role as a key touchpoint at the start of the shopper journey. Recognize that it has a particular role to play in enticing shoppers and setting expectations of what they will find within, and that windows should not be viewed as “carriers of everything.”

It is important to approach windows with some level of strategic insight that considers the brand, its essence, and the primary shopper profile it needs to speak to. The “technical toolkit” that visual merchandisers draw from to deliver relevant and impactful stories at the window is limitless. However, while addressing the need for versatility, don’t forget that it’s not always about incorporating technology simply because it’s trendy. Simplicity, analogue, and back-to-basic installations are just as relevant as high-tech because of the principles of considering a brand, its value proposition, and the target shopper it speaks to.

## THE PURPOSE OF THE STORE WINDOW

- The window is the store’s best effort/opportunity to sell itself to the shopper
- A first look at the brand story
- CX should start at the store window with an emotional connection
- The window should draw (and hold) the attention of shoppers. Make them want to enter the store to “see more”
- Carry the brand message from the window throughout the store to the held



SOURCE: LEO VAN DE POELDER

## ENSURE SUCCESS OF THE WINDOW

- Understand the brand message
- Know the objective of the window
- Understand who is the audience/customer
- What reaction do you want them to have?
- Develop the right message and design to ensure that reaction

## BEST PRACTICES

- Captivate to engage attention
- Make an emotional connection
- Compel to encourage action
- Create link to online shopping
- Brand to clearly represent the retailer

## MAKE THE STORE WINDOW STAND OUT

- Appropriate lighting
- Bold colors
- Unique designs
- Local materials/artwork

## AIDING EXECUTION

- Provide clear directions to window dressers
- Plan every step of the execution
- Provide all necessary materials for the design, but allow for localization as appropriate
- Continually evaluate the window design as the window is being dressed

## MEASURING SUCCESS

An aesthetically pleasing window is great but is it effective? The goal of every window display is to attract and draw customers into the store. But, is it? Windows are often used to create brand awareness and engagement, inspire online shopping, and in some cases, reinforce the brand’s relationship to the community. But, at the end of the day, management wants to know one thing; was the window effective? Measuring the success of a window is multifaceted, so we will leave the methods for tracking and calculating for another white paper. In the meantime, here are some metrics retailers should consider tracking:

- **Foot traffic:** number of shoppers who pass by a window display, number of people who stopped at the window, number of people who enter the store, unique vs. returning visitors.
- **Product Sales:** instore (and online) sales of products on display in the window, along with overall store sales. Each should be compared to controlled stores and/or previous and post promotion periods.
- **Brand Engagement:** What are your customers, the industry, and the press saying about your brand and stores?

Lastly, do not forget the store entrance and the other “interior” windows. Not all stores will have a dedicated window to the world. These immediate interior spaces need to tell the brand story, captivate the shopper, and persuade them to come in and shop-but, most of all, leave them smiling.



SOURCE: MADELINE BAUMGARTNER, UNIVERSAL STUDIOS STORE, ORLANDO INTERNATIONAL AIRPORT

## SOURCES:

2018 Retail Environments Readers Survey  
Collectors Weekly

Cynthia Hirsch RDI, President, Collaborative Design Strategies  
Garrison Latimer, Visual Merchandising Manager, ZenGenius, Inc.  
Jalpa Vyas Patel, Experiential Retail Designer ZenGenius, Inc.

Jeff Spizale, Zen Retail

Judy Bell, CEO Energenic Retail

Leo van de Polder, Shop!

POP! UK & Ireland

POP! Russia

Shop! MaRC Exam Prep Book, 2017 Edition

Shop! 2018 Design Awards Competition

Hudson Yards New York, Press Images [www.hudsonyardsnewyork.com](http://www.hudsonyardsnewyork.com)

[www.retailnext.net/en/products/display-window-effectiveness/](http://www.retailnext.net/en/products/display-window-effectiveness/) Accessed 4/26/2019

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For additional questions about the data or information contained in this white paper, please contact us at: [mbaumgartner@shopassociation.org](mailto:mbaumgartner@shopassociation.org), or call us at 312.863.2917



## ABOUT **shop!**

Shop! Environments Association ([shopassociation.org](http://shopassociation.org)) is the global trade association dedicated to enhancing retail environments and experiences. Shop! represents more than 1,400 member companies and affiliates worldwide from 23 countries. The association brings value to the global retail marketplace through our industry leadership, research programs, industry certification, education and networking events. Shop! produces the award-winning magazine, *Retail Environments*, offering business-focused content to retailers, brands, designers and suppliers throughout the industry.

**shop!** Enhancing Retail  
Environments & Experiences

4651 Sheridan Street, Suite 470, Hollywood, FL 33021

Phone 954.893.7300

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