How to create your Christmas window scheme
• Founded in 2007 based in Dundee

• Owned and managed by Lynda Murray and Phill Hill

• Specialists in Visual Merchandising, displays and store environments

• One Stop Shop – Design, implementation, consultancy and training

• Variety of clients from High Street brands to small independents both UK and abroad
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TOP TIPS FOR WINDOWS
Plan your window design to include three tiers

1. Background
2. Mid ground
3. Foreground
BACKGROUND

This could be the back wall of your window or a back drop that you install.

The purpose of the background is to focus your eye on the display rather than the busy environment of the shop behind.

If you have a back wall this can be painted into a seasonal colour to provide interest or you could attach graphics/decals to create the right mood.

Alternatively you can create an effective background to your display by hanging a simple wooden blind, hanging a decorative garland or suspending decorative items from the ceiling.
MID GROUND

This is the main body of the window display and generally provides the main opportunity to promote your products/message.

The mid ground consists of your window kit (basis to build your displays on) and the products you want to dress/promote.

A key component in the mid ground is to ensure you group the basic kit correctly first. We will cover this in detail in our groupings section.

The other key factor is the selection of product to display. It is vital that the whole window has a theme so that the display has maximum impact. This theme could be colour, lifestyle, brand, material/pattern or
MID GROUND

...The little book is all about how to turn a bare bedroom into a beautiful one...

EXCLUSIVE TO THE WHITE COMPANY
CORKER KEGEER'S FIRST BOOK

www.thewhiteco.com
FOREGROUND

The foreground of the window display is generally the glass.

The glass can be used to help create depth and perspective to your display by adding decals (stickers) onto the glass. The decals should support and enhance your theme.

Alternatively you can create a foreground element by positioning products or props close to the glass.
EXAMPLE OF TIERS

Here you can see how using tiers within your layout helps use all aspects of your window to create height, depth and width to the display.

It is the combination of these elements that create the scheme for your window. A scheme generally reflects the season and would be changed roughly 4 times a year.
In this example the grouping is completely symmetrical which gives a totally balanced look to the display. A symmetrical triangle.

Note how everything is mirrored to the left and right.
And again the birds eye view layout shows the same symmetrical triangle
Again, you can achieve the same principle using any display kit.

Here you can see the same principle using mannequins. To achieve the height variation busts can be set on podiums or (if the type allows) you can lower the stand.
Triangular groupings are the easiest and simplest way to create a strong display. This ensures you create both height and depth to your display.

Probably the most important trick of the trade as you can use this principle to form the basis of your display with your kit and when you come to dress your products.
This same principle applies to any type of window.

Here you can see the same principle using fashion mannequins.
The triangular grouping is also evident when you look at this layout from a birds eye view.

Using this principle gives you both height and depth perspective.
The other grouping style is known as repetition. As you can see this principle is based on complete symmetry and balance and uses the same item repeated in a simple grid format.

This is a very easy format to achieve but does require precise positioning otherwise the effect is lost.
GROUPINGS - repetition

Here is exactly the same principle being applied to a fashion window.
DRESSING TECHNIQUES

TOP TEN TIPS

1. Completely empty and clean window first.
2. Position your basic kit next and ensure the grouping is correct.
3. Add your decorative items to work with this basic layout. Keep playing with the undressed layout until you know it is right. It’s harder to change it once you have dressed it. (i.e. Bake a good cake before you ice it!!)
4. Select your product. Keep it simple, don’t try to tell too many stories in one window.
5. Choose products that work together in terms of style, colour and end use.
6. Use triangular groupings or repetition to position products.
7. Opt for products that have great features – show your best merchandise.
8. Only select pristine items and ensure garments/fabrics are steamed or ironed.
9. Dress a bit then go outside and assess it from the street – that’s the view the customers get.
10. Don’t over fill the window. Know when to stop. (Less is more as they say!!)
FINISHING TOUCHES

To complete your window display you need to do the following;

1. Angle your spotlights onto the display to ensure it is well lit
2. Price the display with a neat, professional ticketing system
3. Clear away all excess kit, equipment etc
4. Ensure the floor and the display area is clean and crisp
5. Stand back and assess your efforts and tweak to make perfect
6. Watch how customers react – if they are attracted by the display and stop to look then you know you have it right!!

Check your display everyday to ensure nothing has fallen and it is still in good order. Hopefully you will quickly sell out of the items in your window.

As stock gets low, change the product. It is also good practise to change products every two weeks to give your shop a fresh look. You don't need to change your scheme, just the product. The scheme should last the season.
CHRISTMAS IDEAS

The following photos will show you lots of photo examples of what other retailers have done for Christmas. Use them for inspiration and think about how you could use the ideas in your store windows.
Gift Boxes

• Gift wrapped boxes can make a stunning statement

• But keep to a simple colour theme and avoid too much pattern
Window Stickers

- Frame your window with a festive window sticker for a simple bold statement.
- You can find many simple frame designs on Microsoft Clip Art.
Window Stickers

• This simple bauble sticker frames the product to highlight it

• It's a great way to reduce the space in your window if you have small products to show.
Window Stickers

- Bauble scatter kit from Window-kit.com
- Red and white theme
Window Stickers

• Mistletoe and Rose border kit from Window-kit.com
• White theme
Window Stickers

• Snowflakes will work for any style of window.

• Simply use them as a border or use giant ones just in the corner of your window.
Window Stickers

- Framing your window with simple Christmas stickers is simple but effective
- Adding a Christmas tree adds depth to
Hanging Decorations

• Mirror balls can be very effective especially if you can add a rotator and a light which will make them cast sparkling light in your window.
• Framing the center window draws you to the mannequins.
Hanging Decorations

- This scheme mixes mirror balls with chrome spheres to create a stunning effect
- This would work equally well with just the mirror balls
Hanging Decorations

• Using one type of decoration can be very effective especially when grouped
Hanging Decorations

• This is another example of using one style of decoration but this time in a simple straight line
• This works because of the precise placement of the decorations
• Oversized decorations make a strong statement
Hanging Decorations

• This scheme uses an old style decoration but in a contemporary way
• Keep to one colour theme and use oversize decorations or groups of small ones
• This scheme uses pieces of tin foil cut into strips and hung on wire or nylon thread. Simple and stunning
Quirky Decorations

• This is another example of using a simple item this time its florists pull ribbon
• Covering the whole wall and keeping to one colour adds drama
• This would work equally well on a free standing screen or a hanging panel
Quirky Decorations

- Branches and twigs have been used for years but are so effective and give a strong bold statement.
- It's the volume of the twigs and branches that makes this work.
- You could also use them to frame the window.
Quirky Decorations

• This is a simple sophisticated scheme
• Using oversized baubles in one colour
• Simply add ribbon to each one and then group them together and hang
Quirky Decorations

• Use a branch of a tree sprayed white or silver
• Cover the floor either in fake snow or as this company has done silver sweets
• Using a real tree is so effective and will give your store a lovely aroma
• To give a modern clean look use white lights
• Create foliage snow balls using branches of the tree
These fir trees are live so they can be reused
• The pots are covered in cloth and tied with ribbon
• Simple and stunning
Crystals

• These strings of glass beads have been hung from the ceiling
• Either cover the whole window as they have done here or simply add just one row of beads at the back of the window as shown in the next slide
• Adding simple stacks of boxes gives the window depth
This lifestyle scheme uses
- Lanterns
- String curtains
- Chandeliers
- It's really effective as they have only used shades of white and Green foliage
Arts and Crafts Windows

• This simple yet effective scheme uses hand made paper snowflakes
• Some are stuck to the glass and some are hung
• They have also added some small products
Arts and Crafts Windows

• Paper chains have been around for years
• Here they have been made from newspaper
• Snowflakes have been added to the glass
Arts and Crafts Windows

• This doily scheme is very effective
• Paint your back wall a strong colour
• Stick the doilies to the window and to your back wall
• The snow is made from cotton wool balls strung onto nylon threads
Supplier Contacts

The following companies are all widely used within the visual industry

**DZD**
Suppliers of seasonal schemes
Website – [www.dzd.co.uk](http://www.dzd.co.uk)
Telephone – 0207 388 7488
Email – sales@dzd.co.uk

**Morplan**
Suppliers of general retail equipment
Website – [www.morplan.com](http://www.morplan.com)
Telephone – 0800 451 122

**Window Kit Decals-Stickers**
Suppliers of window stickers/decal kits
Website – [www.window-kit.com](http://www.window-kit.com)
Telephone – 01962 621686
Email - info@WINDOW-KIT.com
Independent Retailers Christmas Windows

The following slides show Christmas windows created by a selection of retailers who took part in this training.
Natures Path - Before
Natures Path - After
Salon 282 - After
Kara - Before
Kara - After
Bragg - Before
Bragg - After
Number Ten - Before
Number Ten - After
Dennis Hope - Before
Dennis Hope - After
Dennis Hope - After
Best Dressed - Before
Best Dressed - After
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