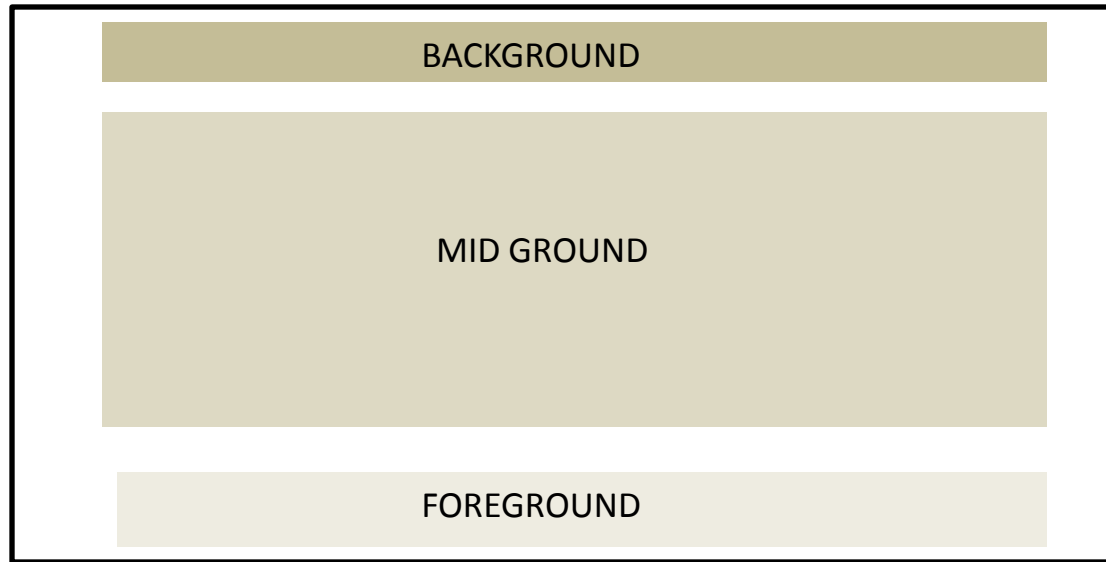


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Window Dressing Techniques

WINDOW LAYOUT



Plan your window design to include three tiers

1. Background
2. Mid ground
3. Foreground

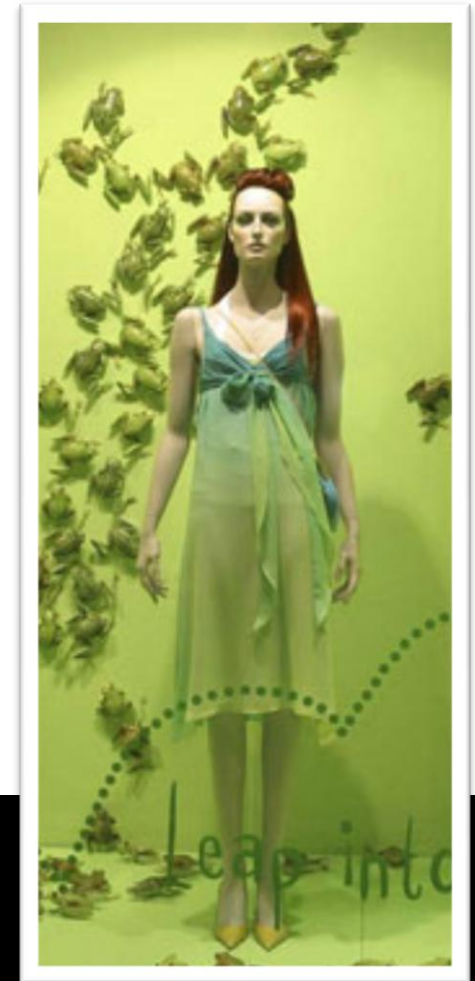
BACKGROUND

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 .



BACKGROUNDS



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 them could be colour, lifestyle, brand, material/pattern or



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

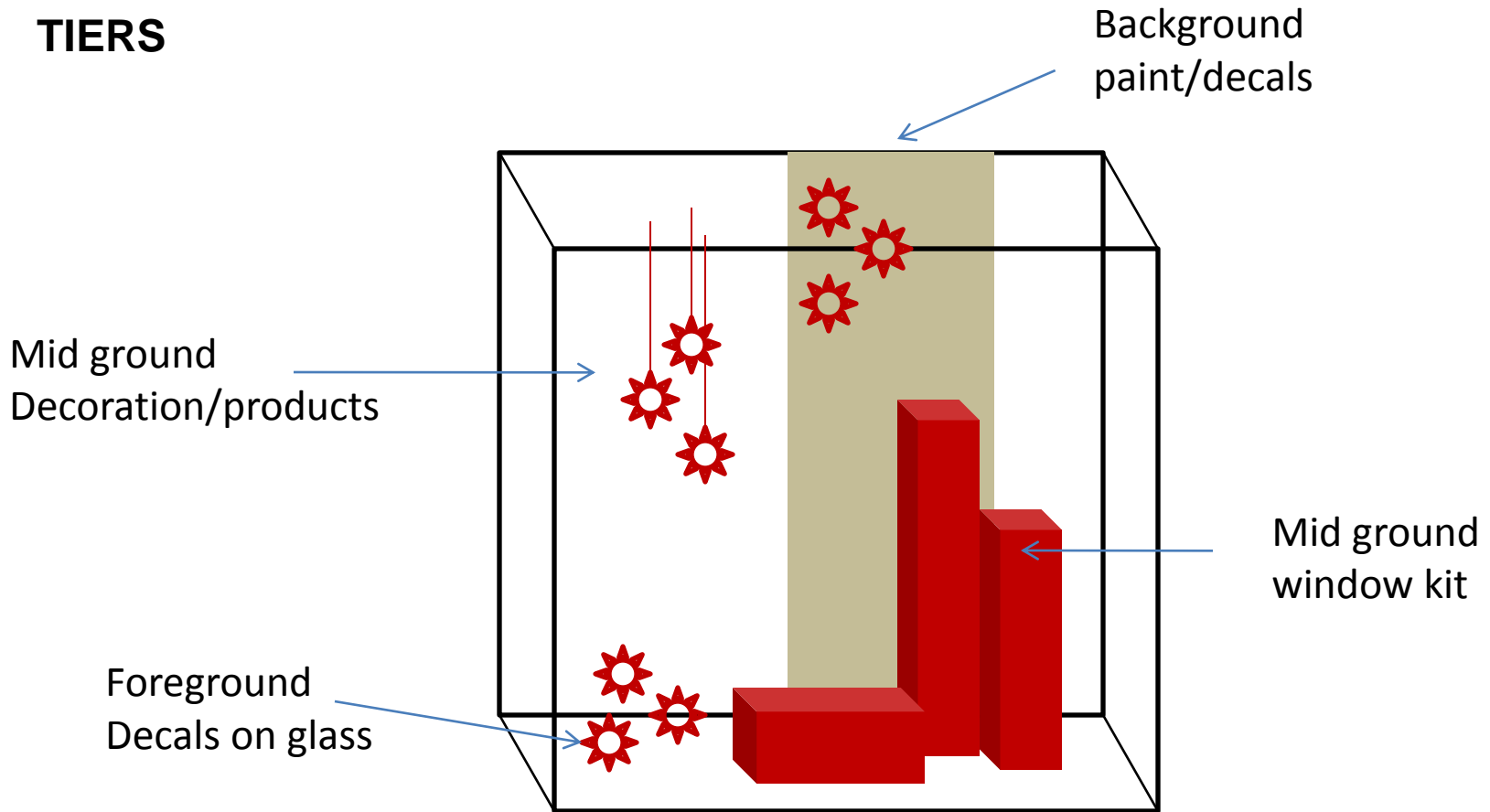
Alternatively you can create a foreground element by positioning products or props close to the glass.



FOREGROUND



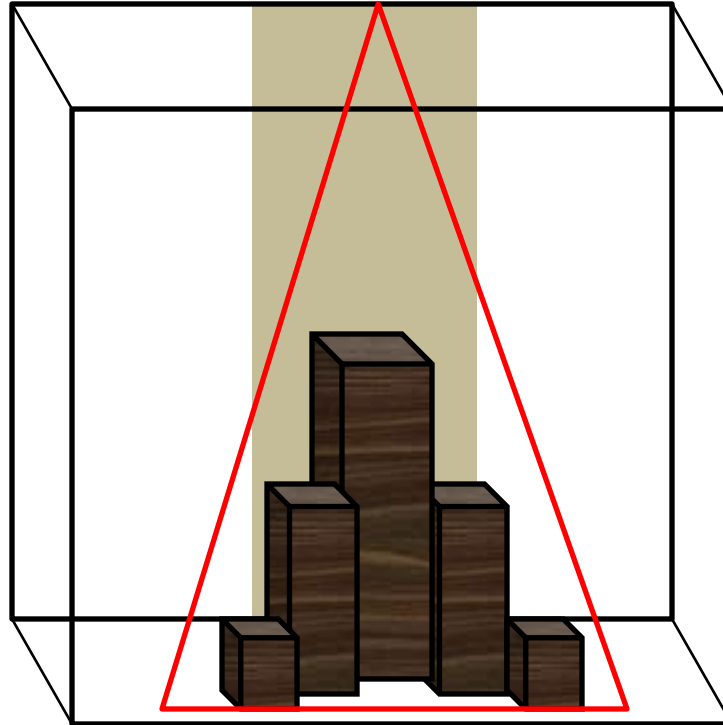
EXAMPLE OF TIERS



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.

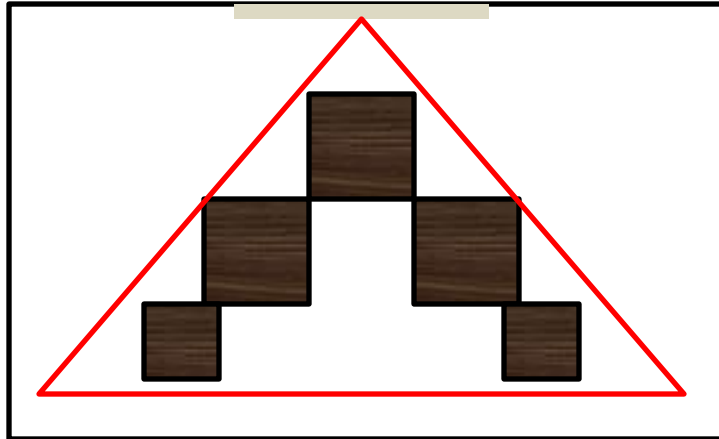
TRIANGULAR GROUPING - symmetric



In this example the grouping is completely symmetrical which gives a totally balanced look to the display. A symmetrical triangle.

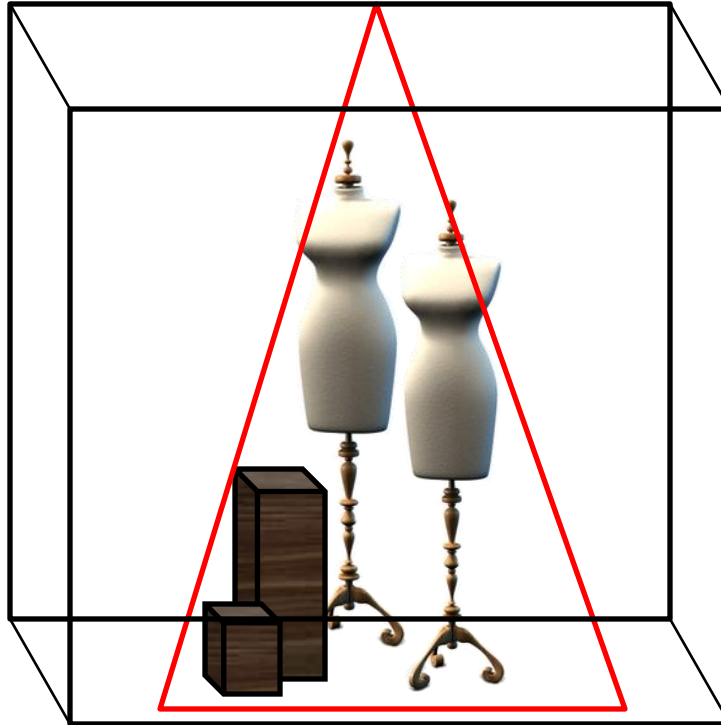
Note how everything is mirrored to the left and right.

BIRDS EYE VIEW



And again the birds eye view layout shows the same symmetrical triangle

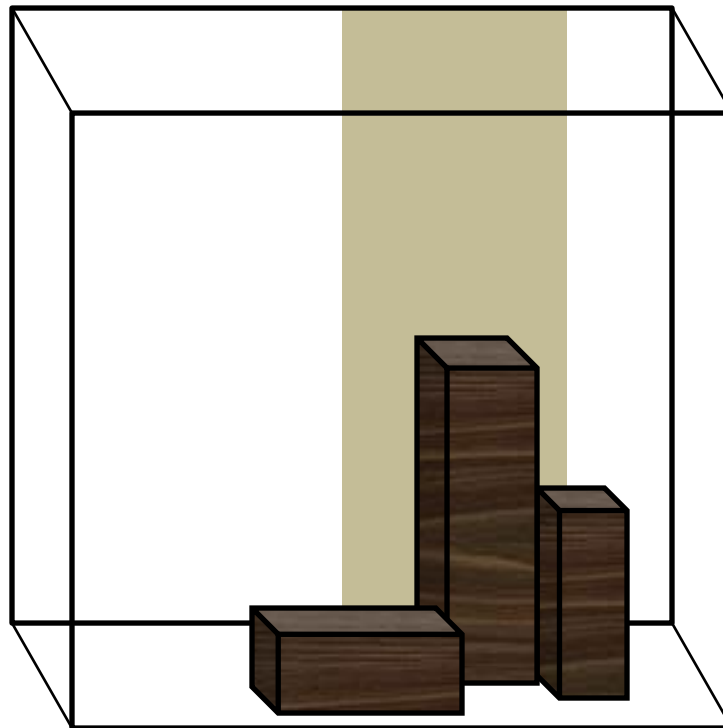
TRIANGULAR GROUPING - symmetric



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.

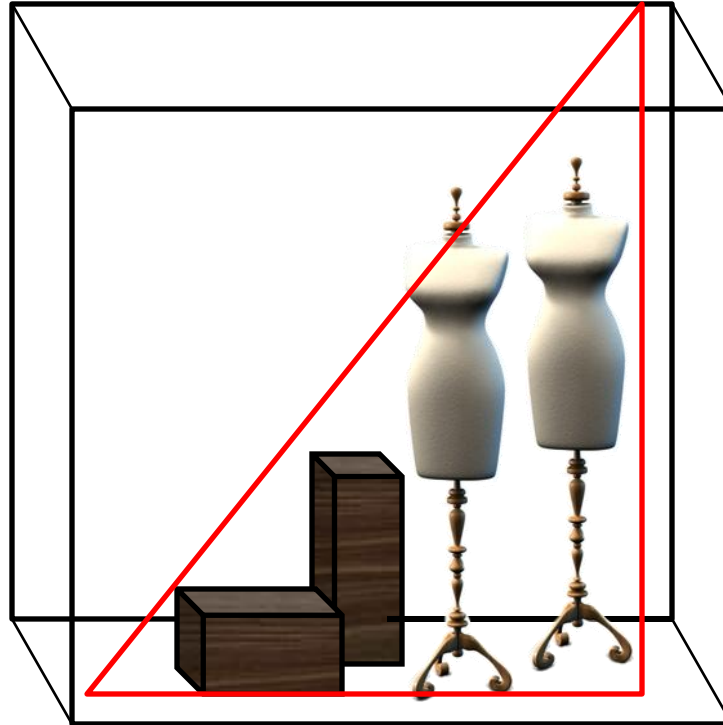
TRIANGULAR GROUPING - asymmetric



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.

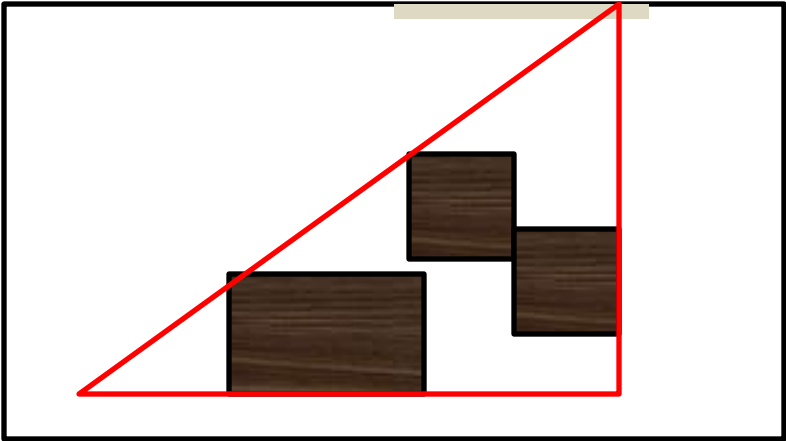
TRIANGULAR GROUPING - asymmetric



This same principle applies to any type of window.

Here you can see the same principle using fashion mannequins.

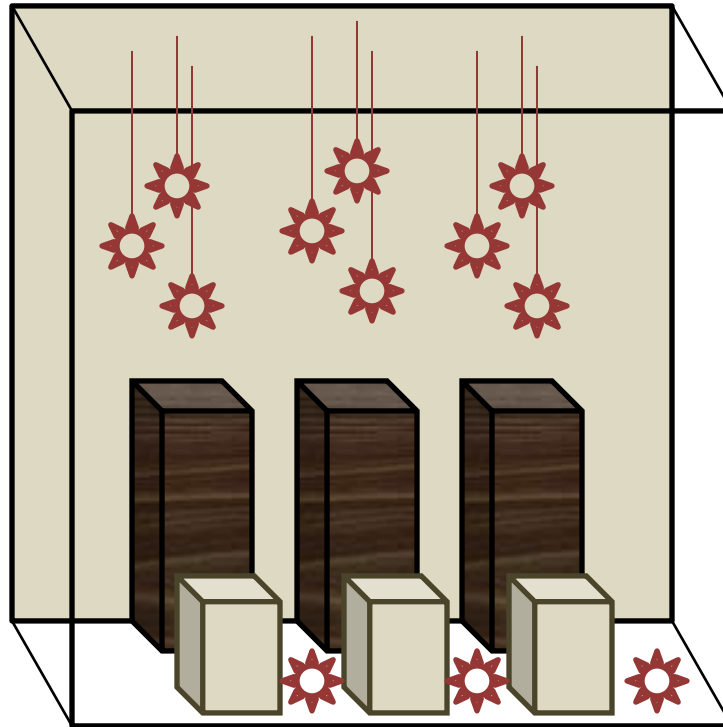
BIRDS EYE VIEW



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

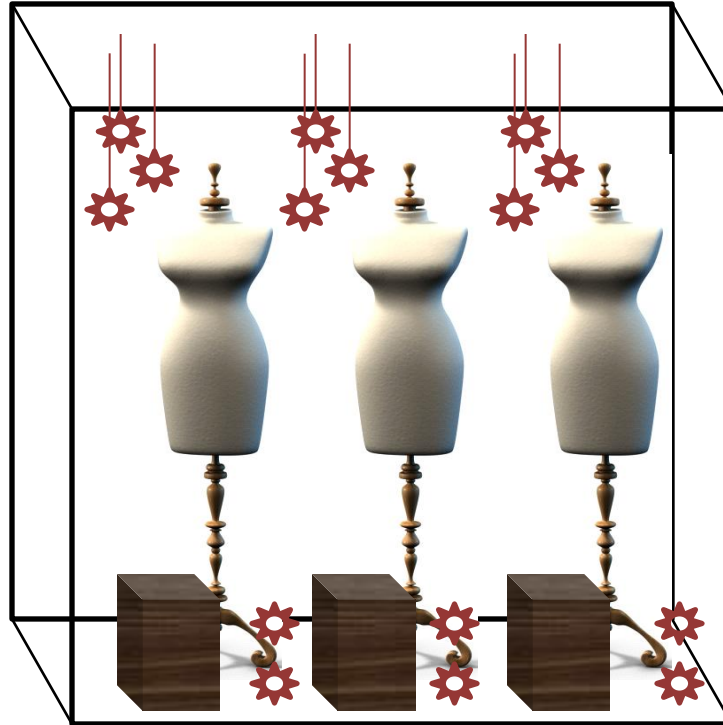
GROUPINGS - repetition



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.

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!!)

DRESSING TECHNIQUES



Triangular groupings

DRESSING TECHNIQUES



Triangular groupings

DRESSING TECHNIQUES



Triangular groupings

DRESSING TECHNIQUES



Triangular groupings

DRESSING TECHNIQUES



Triangular groups

DRESSING TECHNIQUES



Triangular groupings

DRESSING TECHNIQUES



Triangular groups

DRESSING TECHNIQUES



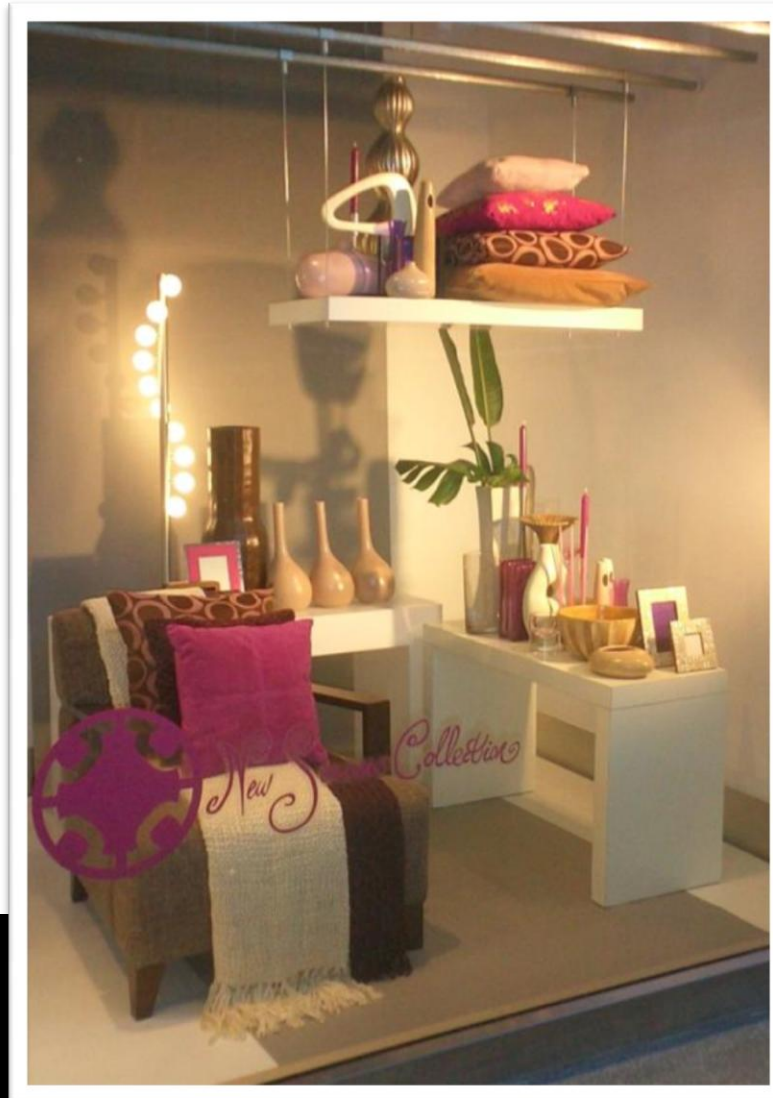
Triangular groups

DRESSING TECHNIQUES



Triangular groups

DRESSING TECHNIQUES



Triangular groups

DRESSING TECHNIQUES



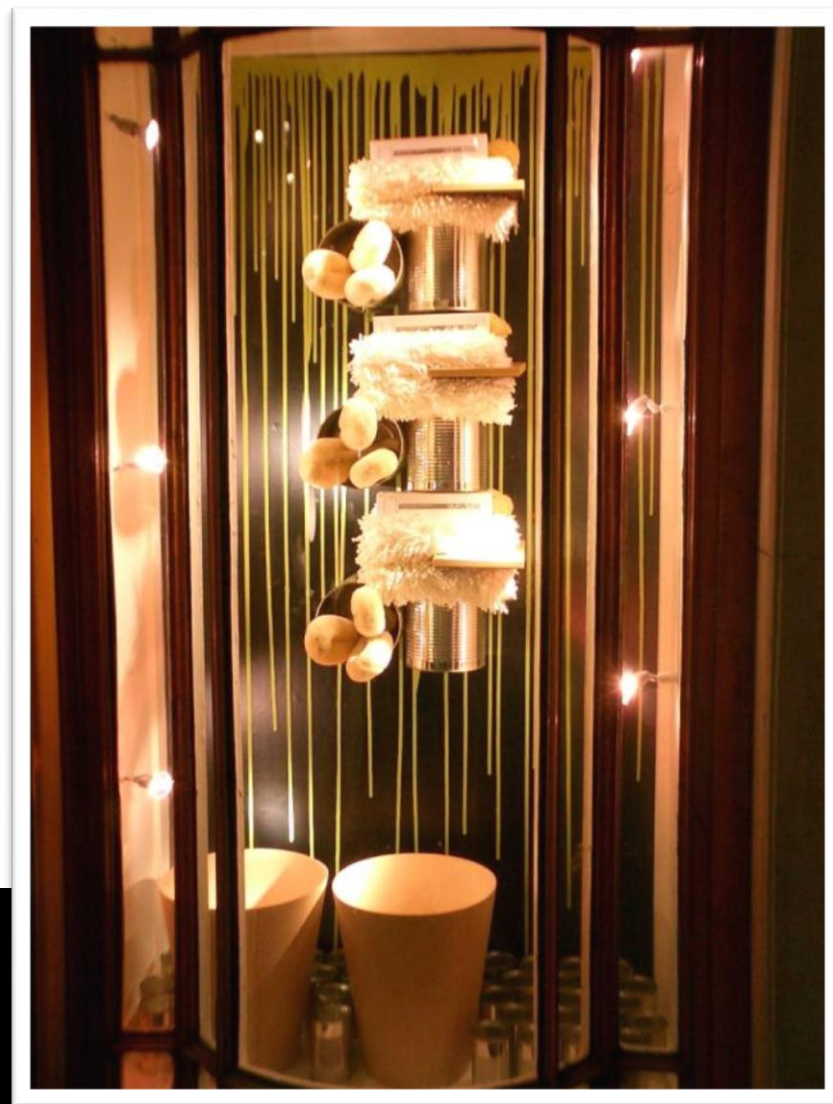
Triangular groups

DRESSING TECHNIQUES



Repetition

DRESSING TECHNIQUES



Repetition

DRESSING TECHNIQUES



Repetition

DRESSING TECHNIQUES



Repetition

DRESSING TECHNIQUES



Repetition

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.

Supplier Contacts

DZD

Suppliers of seasonal schemes

Website – www.dzd.co.uk

Telephone – 0207 388 7488

Email – sales@dzd.co.uk

Morplan

Suppliers of general retail equipment

Website – www.morplan.com

Telephone – 0800 451 122

Window Kit Decals-Stickers

Suppliers of window stickers/decal kits

Website – www.window-kit.com

Telephone – 01962 621686

Email - info@WINDOW-KIT.com

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