

“Window Wonderland” Top 10 Tips!

Join Barking and Dagenham Enterprise in a
“Celebration of Innovation!”

Are you ready to dazzle and light up the high street? Here at Vision On we specialize in visual merchandising and thought you might appreciate a few free tips to help you bring your window to life!

Whatever your product, the principles for ‘Pavement Stopping’ window displays are always the same. The key is to apply all of these **TOP 10 TIPS** together in your display and a visual treat will unfold before your very eyes and when you get it right your tills won't stop ringing! And isn't that the sound we all love the most?

Turn your business Top Tip 1.

Balance & Symmetry are essential for giving your window an understandable ‘Pavement stopping’ festive story and a sense of order which should say come into to come into my store! ‘Spend your money here’

Turn your business Top Tip 2.

Use Colour- Displays work best and have the most impact when colours are kept simple. Don't introduce too many colours. The more you add to the display the harder it will be to be to bring the scheme together.

Turn your business Top Tip 3.

Shape/Line- Contrast the items, small next to large and so on and the differences in size and shape will define the stock and encourage customers to look and come into your shop and buy!

Turn your business **on** Top Tip 4.

Space- The area of space in your display should be treated like a question mark in punctuation. It is a pause, before you move on to the next stock item. Space between stock items defines the item. Too much space and you are wasting valuable selling space, too little and your display will look like a sea of stock with no clear areas being distinguished from one to the next.

Turn your business **on** Top Tip 5.

LIGHTING, don't forget about it. If you have spot lights in your windows direct them so they highlight important stock. Consider carefully if you have enough lighting and is it in the right position?
If your customers can't see the stock then applying all the visual merchandising principles in the world won't help increase your sales.

Turn your business **on** Top Tip 6

Create a '**Unity and Harmony**' in your display by linking different stock categories that sit next to, or adjacent to each other.

Turn your business **on** Top Tip 7

Dominance-A dominant position should only be given to 'Best Sellers', new stock, or promotions. Make sure you have enough 'back-up' stock so you don't miss out on those valuable sales!

Turn your business **on** Top Tip 8

Grouping-stock will allow you to create separate displays within one display but remember groups must have features that relate to each other i.e. Colour. When putting a display together to always merchandise with odd numbers. Groups of 3 work much better than groups of two and equally groups of five work much better than groups of four.

Turn your business  Top Tip 9

Use of Props-Props is creative materials or objects that assist your display and will help you pull the scheme together. Props add impact and help you to tell the story of your display. Props need not be expensive. Simple and cheap ideas can also be very effective. The key to using props is to ensure that they fit the scheme, comply with Health & Safety requirements, are easy to install and dismantle and wherever possible, can be recycled.

Captions and Phrases: snappy lines or challenging thoughts – imagine huge words in colourful letters saying 'STOP!' or HOT! E.g. In Top Shop at the moment they say 'Buy it, or Regret it!'

Turn your business  Top Tip 10

Stand outside your store and Evaluate your display- Ask yourself, is it balanced, are my best sellers clearly visible? What are my customers buying? Only through evaluation will you determine whether your display has achieved what you set out to achieve and increased your sales!

Don't forget that this is a chance to have some fun and think outside the box; be creative, its *theatre darling!* And remember "A painting is never finished; it just stops in interesting places" so keep that festive spirit flowing!

From all at Barking and Dagenham Enterprise and Vision On we wish you a *phenomenally* successful season!