S t o r e f r o n t W i n d o w s 2 0 2 5







"Products on display and seasonal scenes," is the visual undertaking artist and merchandisers take on in effort toward attracting customers for purchase of their products.

The best and most noticed ones are clean, well-lit, uncracked and free from dust or damage. They are eye catching to all the pass by in use of graphics, filmed videos, mannikins, colors, culture, sizing and gender specific pros, that add interest and may indulge customers to enter the store. The best "Display Windows" are designed to dazzle, inform, and entertain foot traffic. They are communicative device in statement of brands, moods, styles, to evoke and provoke emotions of plausible customers. Here, inside these dynamic windows, artist and designer alike, are given opportunity to sell using their engaging sense of creativity. These visual outlets enable vendors and stores staffers to exhibit their better items and sale items to general interest. Though it is a challenge tool, it is a welcomed simple attraction to those who use them as informers and those who use them as photo props seasonally and especially during holidays such as Christmas.

Psychologically, these sells windows fall in-line with shopping mall designs and in-store floor layout plans which often serve ass triggers toward greater sales opportunities. Most consumers are tricked into searching isles or sections of stores for items to purchase. This follows the ideology that, "the more you see the more, you as a shopper, are provoked into purchasing." It is also a psychological plot into the social and anthropological statements of brands who focus upon "global" sales for diversified consumer body using their display window advertisements. Some use them to emulate symbolisms of holidays, cultures, and religious relative statements.

Storefront Windows are commonly made of glass which is the most expectant material nationwide. During the 1950's product of choice was, Spandrel glass. However, cracked glass can be an eyesore and requires expensive replacement orders in zones where public nuisances' dwell. Plexiglass or PVC material is the alternate material as vinyl windows which are much harder to damage or break. Either choice offers retailers a clear glass with elements behind it at the eye level of the average consumer which tease, tell a simplistic story while showing color and pattern balance in product range. With or without text it is brought to life and a fresh uptake by passersby. Our modern technology enable use of QR codes for sales adds, promo pricing, and other especial opportunities.

It's even fun for some to watch these visual projections come to life as the store or brand representatives tackle the task of construction and dress-up using props, decorative paper, mannikins, and other physical tangible elements. Each having its own purpose or use within the captivating window display only to be highlighted in exceptional use of lighting techniques which further define and detail these projections.

In New York, festive window displays and the art are a classic tradition during holiday season. Tiffany & Co., Macy's, Bloomingdales, Bergdorf Goodman and Saks Fifth Avenue. Those responsible for such creative orchestrations utilize many strategies to formulate ideas and develop the final imagery for each special occasion along with their fellow teams immediately following each successful run. Meaning, after the Christmas display appears, January the following year, they begin planning the schematic for eleven months away. This is important as they attract global and local guest or varied origins who look forward to their unique and joyous holiday contributions.

Outside of the holiday schedule, these brilliant exposures can be the bridge toward building sales as it becomes the soul of the retail space revealing those things which "pop" using popular or attention, eye catching stocked items for shoppers to see. Switching widow display merchandise items or via brand(s) periodically stimulates consumer interest. This practice falls into the quieted use of "psychological emotional response."

Especially during high season promotions, the use of colors and themes create a desired feeling. The use of lighted directional arrows, names, and other influence and motivate shoppers to come inside as their glow awes us as highlights. Inclusion of videos to accentuate a message, timing, or other aspects relative to the store sale seasonal promotion and brand. And music can be the added touch that allures and captures an audience. Storefront Windows with musical contrast utilizes current pop rock tunes, holiday songs, and chimey, catchy ads.

Together these elements are visually used toward evoking emotion, provoking consumer behavior inside building brand loyalty. Modern day "touchscreen" tools also engage

customers through information seeking whether in-store systems, website driven, or when internet searching for products.

The key to success in use of planned storefront windows is in finding the key "triggers" of shopping provocation of consumers or the public in general. These are in heightened use of "focal points" for attraction. Generating a glow of jewelry stores, snow-dusting, fabric patterns and textures or footballs and sports garments with athlete signatures are curiosity builders. The latter sporting goods are considered "call to action" displays having time or sale limitation just as "while they last," "new arrivals," or "only a few left."

SALES: AN ALTERATIVE USE OF STOREFRONT WINDOW

In turn, music video productions require similar plots, scenes, and staging in reflection and complimentary upon the artist and or the song being sung. The use of "storefronts display windows" have been used for music such as Sam Smith's "To Die For" using Dexter heads that see, hear, and mimic vocals watching people, wanting and waiting for...love as someone breaks the glass and captures one of several diversified cultural mannikins. Rahsaan Patterson's "Stop By" also entertained us while he performs inside the entertainment warehouse from day until night, open till close attracting the public in for a seemingly dance party. And again, Celine Dion for "That's The Way It Is," adds numerous television which show videos of her and then the crowd to see l themselves in inspiration of love while too inspiring them to "trust God and their desire" and believe ambition works.

These videos house a "crafted storyline" which viewers watch as they listen to the song. It may help sale CDs or prompted online purchases through the varied modern platforms accessible and play time from outlets who engage in artist promotion and music label brand notoriety.

ARTISTIC LAWS

In protection of artist, national or global brands, and merchandise promotion managers, there are legal protection of their intellectual property in use of specific criteria. Typically, "copyrights" or trade dress law are the forms through which artistic talent are protected. For example, a display artists original drawing of a whimsical scene can be copyrighted specifically for non-replication.

The use of "trade dress," a trademark law, ensures that a commercial image and appearance of a product or service inclusive of design and layout of a retail space is protected inside it's "distinctive and non-functional." This covers the overall look and feel of a brands unique and consistent style of window or presentation. Such as the "Apple Store" which has its own design and layout.

There is the Use of Patents A that protect new and useful inventions, or a design patent which protects a new or original and ornamental design for a useful article. An "article of manufactured" but cannot exist alone as a scheme of ornamentation. A "utility patent" is in order if the display involves a new and non-obvious functional process or machine.

A window design can be professional and unprofessional as the variation in quality and artistic talent is usually understood. However, big business invests in their displays as an expectant aspect of industry. These creations can cost between $1000 to $3,500 dollars and are a part of a retailer's annual budget. This is a range of $95 to $150 per square foot. This is reflective in the immediate uptake by the artist for next seasons visual objectives. It is 10 to 15% of the budget for an in-house talent or external for which the clients hold consultations with the artist and if necessary prospective architects when permits are required. If it is a standard cosmetic employing use of paint, carpet, tile and fixtures, the additional consultation (architect) is not of necessity.

It takes just days to conceptualize the upcoming design and outline the manufacturing, sourcing, installation and merchandising for the project. Yet, it may take up to two weeks to reach a finalize drawing stage and onto presentation for the client's approval. Seasoned clients often have an outlook of its consumer base and know what will influence them if no more than to enter into the store after seeing the designer windows especially during holidays.



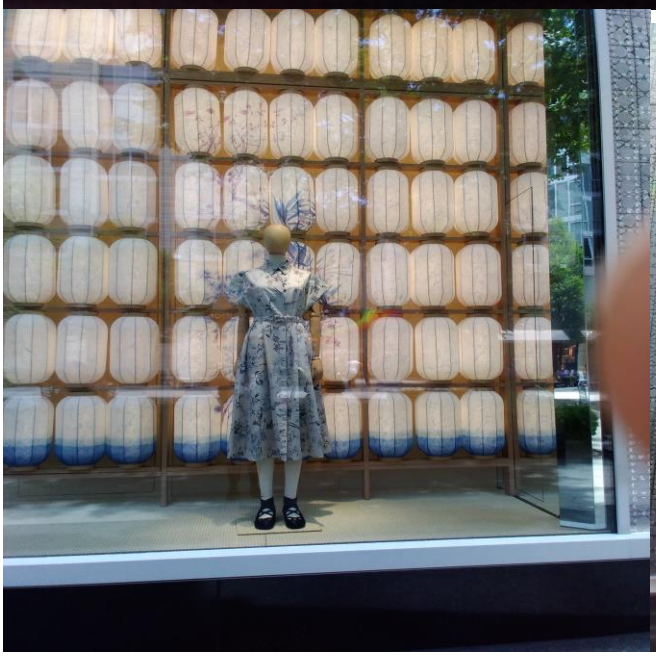



ELITE BRANDS & UPSCALE SHOPPING ZONES

In the fashion industry, locations with high traffic are deemed most suitable to maintain and increase sales. This is a valued introduction to elite global brands with upscale clientele and an expectant experience again for customers. At times, these windows are storyboards of life. For this discussion, I've taken stock of two brands, Dior and Louis Vuitton.

The Louis Vuitton artist chose to explore vocalizing the use of its brand luggage. This was done with a unique design through which we see Spring fashion on travelers wearing denim, brand tees, shirts, original LV purse and a light coat. Here too is a "scooter" constructed from luggage pieces set upon original motor bike pieces wheels and the handle bar with lighting. Non-typical splash of colors, hunter green, gold yellow, and beige back drop in exposure of the outfits each mannikin sports.







Inside the Christian Dior display windows, we are treated to pictorial expressions about

the style, the Asian influence of design and the reflection of cultural imagery. The mannikin models a blue dress with dark floral design throughout and black strappy shoes to bring out the imprinted fabric designs. The floral illusions though not fully bloomed flowers share expression of some level of happiness. This simple blue dress is further adorned in use of "paper lanterns" as a full wall backdrop.

The paper lanterns are of Chinese, Buddhist, Japanese, and Thailand, descent often used during festivals. These lights are symbolic of good fortune, happiness and light as the end of winter and new beginnings. Again, this is a Spring display window and the onset of the new year in hope and unity. These light fixtures are spiritual ancestral guides and too used in marriage and birth. The white color depicts "mourning" while the base line of blue denotes "illness." And, in China if there was red, is effort to ward off Nian monster of Spring.

The alternate window display is of mirror images of women of two skin tones and two difference cultures wearing fashions in view of both sides using this technique. We find the floral imprint is one sided along the outer coat and dress each is wearing. As one has on a long dress the other sports a Dior coat with matching scarf and specific purse. Each has a long ponytail and resemble one another despite their cultural differences.

Both windows are seemingly simplistic to a passerby, yet, they should provoke interest in the items worn while telling the artistic tale the designer chose to implement. Most of us glance at them for that something that stands out if not just for entertainment, edutainment's sake. Others, know social, cultural, and others energy often impacts the artistic designs of those inspired in life, truth, and creativity.

CONCLUDING THOUGHTS

A window design can be professional and unprofessional as the variation in quality and artistic talent is usually understood. It is a common tool for all businesses which house frontal view windows which can project a marketing strategy in design. It influences customers and shoppers to come inside for service or the browse the store for the displayed items or other goods as it promotes products and current store or brand specific promotions. As it provokes thought while driving foot traffic into the store, there is anticipation of increased sales as the average consumer is prone to purchase one or more items.

"Window Dressing or Window Trimming," has been a respected form of employ for especially, commercial artist since the 1950's. This was the era for the installation of surrealism, abstraction and the launch of Pop Artistry for formally trained artistic talents. It was also the

path of choice as steady income for later day famous clothing designers and creative writers working for high-end department stores.

Furthermore, today big business invests in their displays as an expectant aspect of industry. These creations can cost between $1000 to $3,500 dollars and are a part of a retailer's annual budget. This is a range of $95 to $150 per square foot. This is reflective in the immediate uptake by the artist for next seasons visual objectives. It is 10 to 15% of the budget for an in-house talent or external for which the clients hold consultations with the artist and architects, when permits are required. If it is a standard cosmetic employing use of paint, carpet, tile and fixtures, the additional consultation (architect) is not of necessity.

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