



# Wonderful Windows

*There is no doubt that windows are a powerful selling tool, if they are eye catching and innovative.*

By Jennifer Slaney

Windows are a retail outlet's major marketing tool, and one you do not pay for because they are part of the store's architecture.

Make the most of your windows. Keep them fresh! Consider that a person passes your window every day on the way to and from work - that's 30 times in three working weeks!

This is why it's so important to:

- change your windows regularly,
- clean them twice a day,
- plan your themes in a calendar,
- re-use your props, and
- mix and match your themes.

A well dressed window enforces a brand image, giving the shopper an insight into what is available in your store.

Lighting can either make or break a window scheme. It can have very effective results and can be achieved with inexpensive equipment, transforming the mood of a window with wash colour. The most important thing about lighting is the maintenance. Always ensure you have spare globes so you don't need to wait for an electrician to service, resulting in window display down time.

Window decals are very now! Look at the various retailers within shopping centres - all the windows have them. Jewellery stores could hop on this latest trend too, using

wonderful imagery of brides, honeymoons, or beautiful bouquets of flowers to highlight the engagement ring section.

Your challenge is to plant a seed of emotion, and use that three second opportunity to stop a passerby and get them to engage in your display. Nine times out of ten, once you stop them, you will hold them for another three minutes, and some of those shoppers will convert the opportunity to a sale, or a revisit when they have time, all based on the instant attraction.

Another point I'd like to make to so many store owners is 'Less is best'. Resist putting every product in the window at one time. It gets too confusing for the eye to take everything in. Use less product, add the props or themes, and continue to showcase through your stock using your calendar for window planning.

Get creative with those windows - go on try it! See the impact it can have, measure the sales increase. Most of all have some fun.

Jennifer Slaney is Managing Director of  
Double Impact Displays  
[www.doubleimpact.com.au](http://www.doubleimpact.com.au)

double impact  
displays