



STOP!

WINDOWS THAT SELL

VOLUME 7

STORE

WINDOWS THAT SELL

STORE

VOLUME 7

Edited by Martin M. Pegler, SVM

RETAIL REPORTING CORPORATION • NEW YORK

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Introduction

To promote is to publicize. To present is to show anything at its very best. Promotional Presentations are Displays that are keyed into special events, new looks, new colors, new trends, holidays, seasons — whatever. Promotional Presentations are what make images, what convey concepts and what, in the end, makes sales. That is what Display is all about — and that is what this edition of *Store Windows That Sell* is all about.

This book is a reference book. It won't get dated and it won't become passe — not so long as "black" comes back every year, so long as there are holidays like "Easter" and "Father's Day," and kids have to get ready to go "back to school." We have planned the book alphabetically — not by the retail calendar — but by words and expressions that always seem to be current in promotions and in the displays of those promotions. We have attempted to cover most of the major selling seasons, the sales events, the sales promotions like "Bridal," "Formalwear" and "Imports" — and the gift-giving times like "Mother's Day" and "Valentine's Day." The book starts with "Accessories" and "Animal Prints" and ends with the "W's": "Western Wear" and "White." Wherever possible we have made references to other areas in the book where the reader may find more ideas that can be adapted to that particular promotion, such as to look under "Denim" for more ideas on "Western Wear."

This is not a book solely developed to women's wear. Included in this seventh edition is an extensive section on menswear displays that range from casual to sports to business to formal wear — as well as the fashion accessories for "him." Even under headings such as "Cruise," "Leather," and "Navy," the reader will see examples of menswear as well as women's wear. Also in this volume there is a section on "Home Fashions & Furnishings," "Jewelry" and "Cosmetics." With mall displays becoming a more and more important area for mass merchandise displaying, there are several pages showing some excellent examples of displays created on center court stages and platforms in up-scaled malls.

To explain and show off these ideas for promotional displays, we have selected material from all over; from all parts of the U.S. — from large and small department and specialty stores — from mom 'n' pop shops — from London, Paris, and Munich — from the assorted Americas. As in our previous books we have tried to utilize displays that are weighted heavily with humor, imagination and novelty but still easy and light on the limited budget.

Do you have a promotion coming up? Just check through the index for a word or term that might tie in with your promotion; "Prints and Patterns"? "Black and White"? "Cruise/Resort"? "Navy"? Find the page and see all the graphic "idea-starters" — the displays that will help you to come up with your own unique display. OR — just turn the pages of the book and become acquainted with the wonderful world of display. You can never tell just what you may find that may take you off on your very own special display fancy.

We truly believe that this edition of *Store Windows That Sell*, with its hundreds of pictures and ideas, will be a book you will savor and then treasure forever as your Thesaurus of Display Ideas.

Martin M. Pegler, S.V.M.

STORE

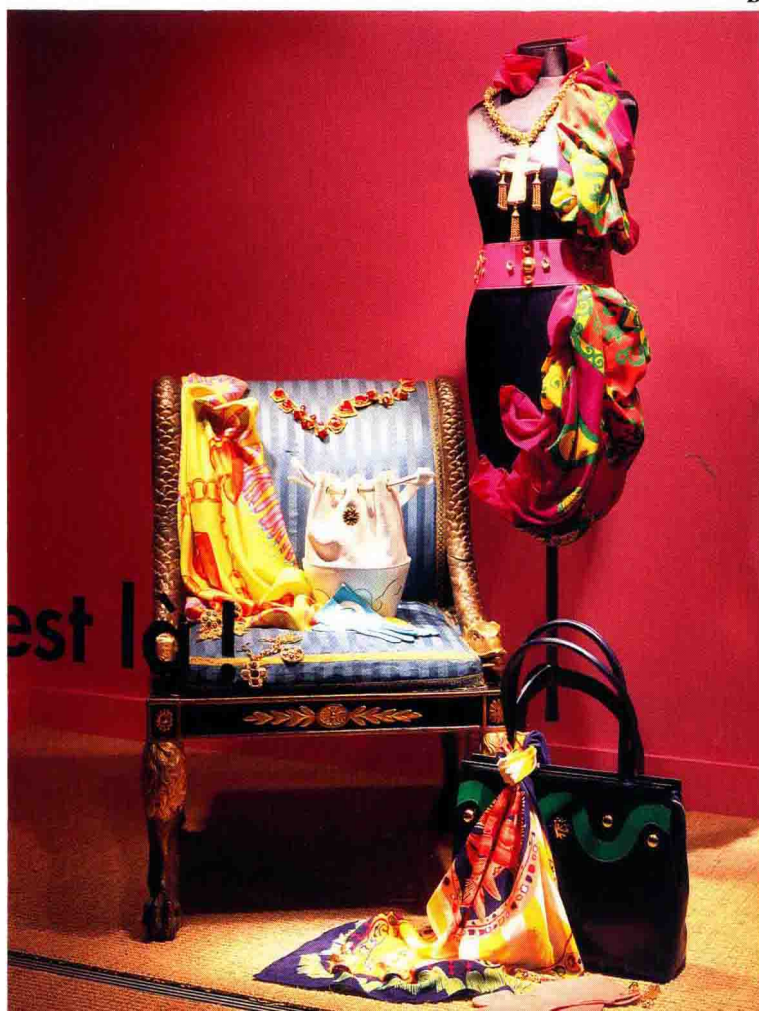
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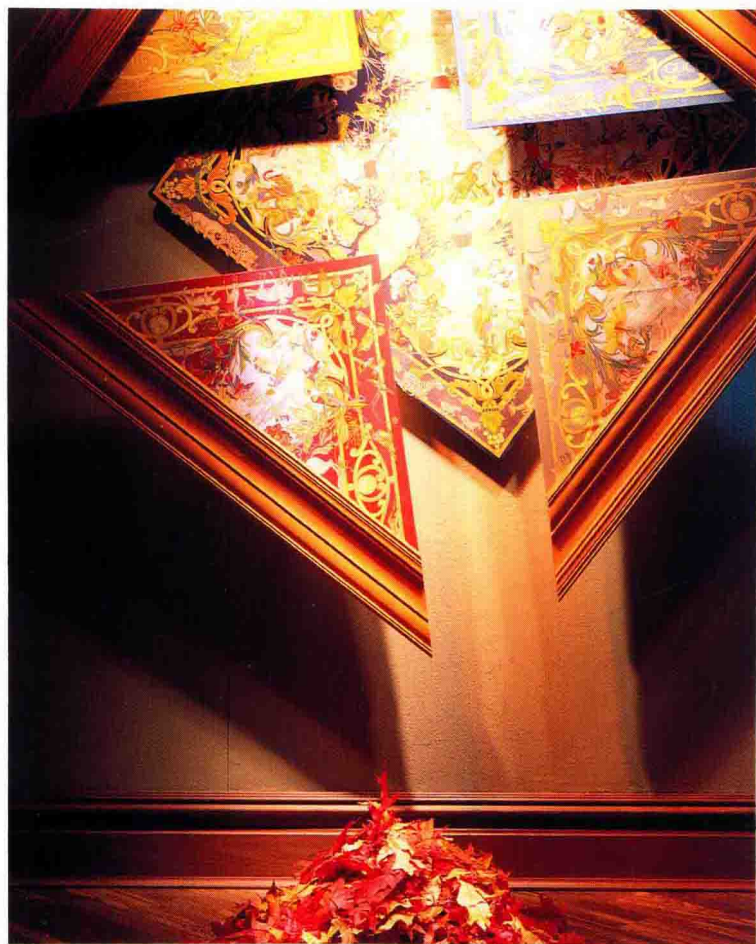
A



B

Fashion Accessories are the little things that mean a lot. They complete an outfit — they add color where there is no color — they provide the panache and pizzazz that can turn a simple, no-nothing dress or suit into a stylish, up-to-the-minute costume. The right accessories can update a dress — revitalize a suit and sparkle last year's outfit with the shimmer and shine right out of this month's *Vogue* or *Harper's Bazaar*. The fashion accessories — the shoes (see Shoes) — bags, gloves, belts, hats and the costume or real jewelry (see Jewelry), are the exclamation points of the fashion statement.

In these displays, the accessories — here scarves and bags — are presented on their own — without the costume they will eventually highlight. Whether the scarves are wrapped around a decorative dress form — or folded and framed as pieces of artwork — or hung out on elegant clotheslines — they manage to suggest the richness of pattern, the drapability and texture of fabric — and the all-important spectrum of colors they come in.



C

A: Escada, E. 57th St., New York, NY
Gregory Khoury, Display Director

B: Galeries Lafayette, E. 57th St., New York, NY

C: Gucci, Fifth Ave., New York, NY
James Knight, Corp. Dir. of Visual Presentation

D: Liberty of London, London, England
Paul Muller, Director of Promotions and Visual Presentation
Russell Crook, Designer
Paul Raeside, Photographer



The dress form (A) provides the body for the extravagant wrap of scarves and for the selection of quilted bags with gilt chains that hang off the neck of the form which is already burdened with many strands of faux pearls. At the foot of the form; shoes and some handbag alternatives.

(B) The Galerie Lafayette display makes use of an Empire chair which provides an elevation for the presentation of some of the accessories while the black satin covered dress form beside it wears poufs of colorful scarves, a belt, and a massive piece of costume jewelry. In

this beautifully arranged tableau, the viewer's eye travels from the form, at eye level, to the chair and then following the draped scarf on the bag — onto the floor and the casually laid down pink gloves.

The setting in the Liberty of London window (D) is architectural and strikingly neutral in black and white which only makes the brilliant colors of the scarves, bags and umbrellas seem even more so. The soft drape of the scarves — the relaxed and easy look of the tilted bags and the tied-on umbrellas all break out and belie the formality of the setting.