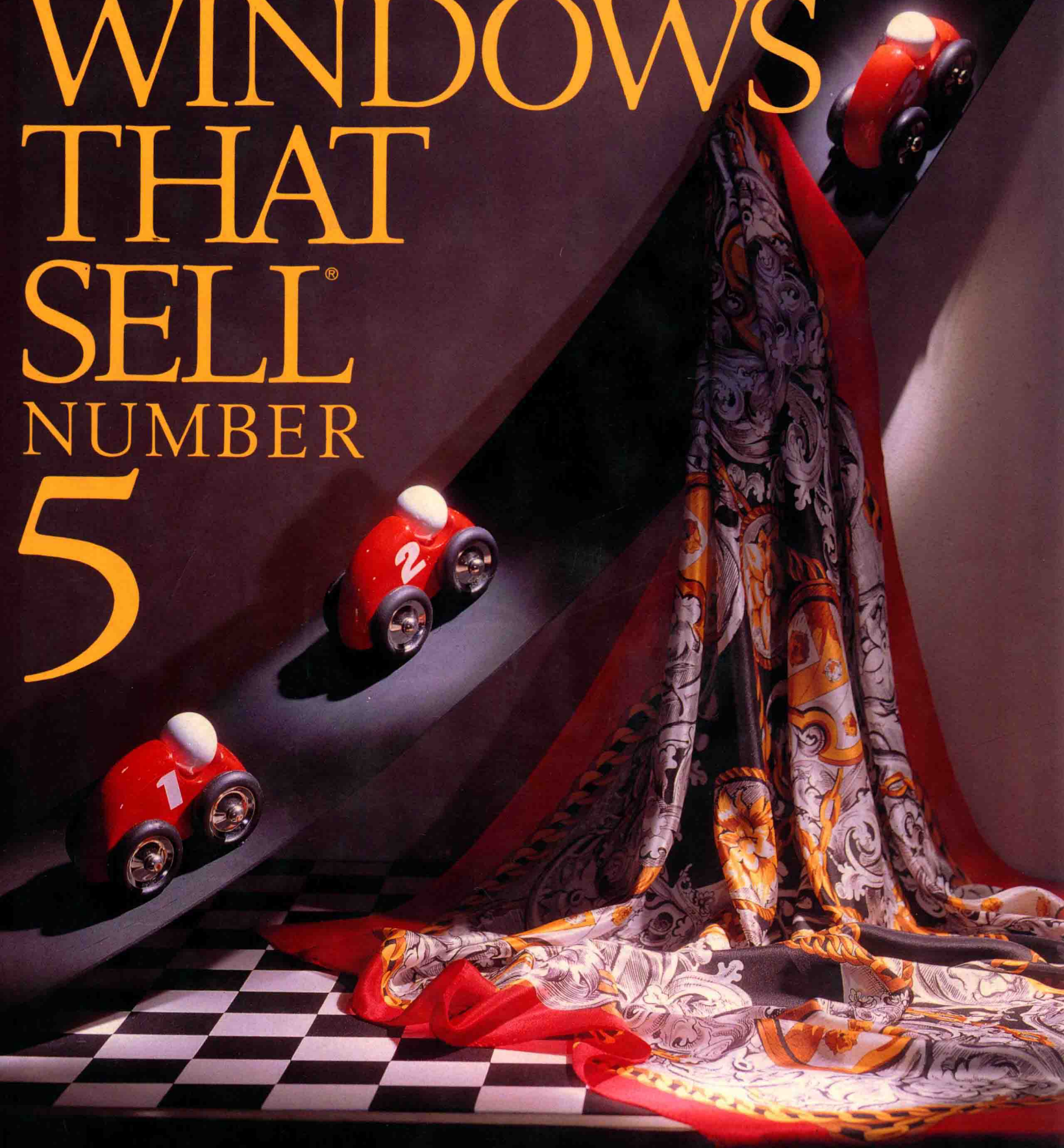


STORE WINDOWS THAT SELL[®] NUMBER 5



MARTIN M. PEGLER, SVM

0047338

STORE
WINDOWS
THAT
SELL[®]
NUMBER
5

Edited by Martin M. Pegler, SVM

RETAIL REPORTING CORPORATION • NEW YORK

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Introduction

“All the world is a stage” — and the stage is filled with props; with gimmicks and decorative elements that enhance the setting — and can be used to create exciting displays. A “prop” is more than a mere supporting player; it sets the scene, — it is part of the ambiance, and creates the illusion which turns the featured product into a star attraction. It is all Theater, and Display and Visual Presentation are the Theater of Retailing. The displayperson needs only to look around him or herself to behold the wealth of “materials” available often for the asking or the taking. This is “stuff as dreams are made of” — and displays are dreams come to “life.” The props define and distinguish as well as decorate these dreams.

It is impossible in a book of this size to incorporate and visually demonstrate all the prop ideas that exist around us. In Book 4 of *Store Windows That Sell*® we traveled in and out of local stores looking for “ideas”; in this volume we turn to the dictionary. As we flip the pages of this imaginary dictionary we stop to peruse a fraction of the possibilities that exist, but we do make mention, in the copy, of some ideas that though not illustrated will stir the displayperson’s imagination. Thus, in pictures and words we hope that this Dictionary of Prop ideas will provide breakthroughs — will provide starting points — points of departure — glimmerings that will burst into full scale presentations. The displayperson will take the essence of an idea — shape it, form it, define it and personalize it so that the end result is something new and different — and especially suited to the particular product — the store’s fashion image — and the target customer.

This is a source book. It gives answers to other people’s problems. It shows how talented displaypersons and visual presenters found the ways and means to promote their products for their customers in their stores. They have taken cliches — ordinary everyday objects — and turned them into story-tellers — into legend makers — into effective selling displays. An apple is an apple is an apple — but when apples are racked up like billiard balls to promote menswear for fall — that is a personal and creative way of looking at and using common-every-day apples in a most uncommon way. Hopefully, that illustration will provide the talented displayperson with a ticket to a flight of fancy into an as yet uncharted way to make his or her apples attention getters.

Set the stage — light the lights — raise the curtain and let the SHOWING begin!

MARTIN M. PEGLER, S.V.M.

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Chapter 1

A

Antiques and things aged — Art, Artists and Art materials — Architecture and Architectural elements like Arches and Arcades — Apples with new applications — airships and airplanes — Animals like Alligators, Aardvarks, Antelope and all the assorted Antlered kind — Angels and Amorinos that go with Arrows and with or without bows and targets.

B

Bamboo — Bark — Birch — Blooming Bushes — Birds, Bees and Butterflies — Birdcages for Birds or merchandise — Bags — Backgammon — Ball games like Baseball, Basketball, Billiards and Bowling — Baubles, Bangles, Beads and Bowls of Brass and Bottles of glass — Bricks to Build-up — Boomerangs to bring back — Blankets to cover floors or walls — Backstage settings at the Ballet — Books — Barometers — Bananas — Bikes — Blueprints and Butterfly nets.

C

Cameras to catch the moment — Crates — Cartons — Cartoons, Caricatures — Cut-outs and Constructions — Croquet — Corrugated boxes, boards and papers — Clocks — Clotheslines and Clothespins — Clipboards and Chopsticks — Chairs — Chains — Chess — Checkers — Checkerboards and Checkered Cloths — Crystals and Chandeliers — Candles and Candlesticks — Chickens in and out of Coops — Cactus in Clay pots.

D

Decks and Deck chairs — Dressforms to dress or to drape — Dropcloths — Dunes, Dune-fences and Dune grass — Doors, Doorways, and Doormats that say welcome — Desks and Desk chairs — Drafting tables and Drawing boards.

E

Eggs for Easter and Egg-crates to keep them safe — Epees for fancy fencing — Easels to set up messages or merchandise — Eyes and Eye-glasses for getting things into focus — Egypt — Eagles — and anything Exotic.



Ralph Lauren, Madison Ave., NYC
Jeff Walker, Corp. Head of Creative Service

A is for *antiques* and anything *ancient* or *aged*. The recall the good old times — the bygone days that are always seen through a golden light. An *antique* can be old fashioned furniture — not necessarily pedigreed but quaint enough and unusual enough to appear charming — and interesting. *Antiques* do add interest to a presentation; they also provide a contrast. The display can point up what's very new by showing fresh merchandise juxtaposed with something very very old — or seemingly old. *Antiques* aren't only in antique shops and museums. They are all around us — in barns — in attics — in forgotten corners — in second hand stores. The “ancient ones” can be found at auctions, bazaars and at house razings. Sometimes all it takes is some tender loving care to restore the piece to its almost original state and when all else fails there is paint and spackle — artwork and faux finishes.

A is also for *alligators*, *antelopes* and *animals* of all kinds that are familiar and not too familiar. They don't have to come off the wall of a hunting lodge or out of a taxidermist's shop — though they could. They can just as easily and maybe even more effectively be fashioned anew out of papier mache — wood — whatever. The *animals* can be the sort one discovers in F.A.O. Schwarz stores; great big stuffed *animals* covered in plushy fabrics with wide smiling eyes and gentle, fangless smiles. Kids love them. Girls of all ages love them. Even all buttoned up business types soften at the sight of them.

A is also for *antlers* — for Christmas — for hat racks — for fun.



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Simon Doonan, Creative Director