

WINDOW DISPLAY IN A STOREFRONT HELPS ENHANCES THE IMAGE
OF A STORE TO ATTRACT CUSTOMERS.

DISSERTATION BY

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WINDOW DISPLAY IN STOREFRONT

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PREFACE

Good displays are primarily designed to sell merchandise, but they also create an atmosphere that indicates the character of the store. For example a prestige department store stresses elegance and high styling in its displays to convey the type of merchandise it carries. On the other hand a supermarket covers its windows with signs announcing sales and markdowns, which creates the impression that it is a store for bargain hunters. Good interior displays create a pleasing environment for clientele. Tasteful displays make customers feel that the store is providing a pleasant place for them to shop and make the employees feel that the store is interested in them because it provides an attractive place to work.

Window display that are used to increase the sale of merchandise are called promotional displays. The great majority of window display are set-up purposely for promotional i.e to sell products. Window display function as an institutional displays because they sell the institution or store as a whole and they also build customer goodwill.

Window display carries out its part as the main visual merchandising tactics- to attract attention and creating interest. Window display is entrance to the tunnel which will continuously lead the customer deeper into the store. But first it has to catch the attention, and that is what we will discuss in the coming chapters. Window displays resembles the deadly carnivorous Venus Fly Trap which attracts victim with its elegant flower. Flies are attracted to the alluring sight and enters the flower until it's too late. At