

PERAGA DI KUALA LUMPUR

OLEH

JULIE ZAINAL ABIDIN WEST

I/C ITM:

Dekan

Kajian Senilukis dan Senireka

Institut Teknologi Mara

40450 Shah Alam

Selangor Darul Ehsan.

## CONTENTS

	PAGES
ACKNOWLEDGEMENTS	i
SYPNOSIS	iii
<b>CHAPTER 1</b>	
1.0 Introduction .....	1
1.1 Current Display .....	1
1.2 Previous Display .....	2
1.3 Future Display .....	4
1.4 Marketing Impact .....	6
1.5 Good Display .....	7
<b>CHAPTER 2</b>	
2.0 Technical Aspect of Displays .....	9
2.1 Individual Shops .....	9
2.2 Multiple Storey Shops .....	10
2.3 Full Line Department Store .....	11
2.4 Characteristic of a display .....	12
2.5 Kuala Lumpur Premier Department Stores Display .....	15
<b>CHAPTER 3</b>	
3.0 Types of Display .....	18
3.1 Display for Women .....	18
3.2 Display for Children .....	20

3.3	Display for Men .....	21
3.4	Display for Fashion Accessories .....	23

**CHAPTER 4**

4.0	Society .....	24
4.1	Culture .....	24
4.2	Religion .....	25
4.3	Colour .....	25

**CHAPTER 5**

	Display in Kuala Lumpur .....	26
--	-------------------------------	----

**REFERENCES**

## ACKNOWLEDGEMENTS

The author wishes to express her gratitude and utmost appreciation to Tuan Haji Hashim, lecturer of the Graphic Department, School of Art and Design, Institut Teknologi Mara, Shah Alam, for his assistance and guidance especially grateful for his numerous thoughtful and valuable suggestions. Without his contribution, the design and development of this thesis would not now exist.

I wish to thank my brother-in-law for his many perceptive thoughts and comments, they were a big help in preserving and refining my vision of the thesis.

Finally, I thank my parents and both my sisters for the delightful brainstorming and shopping session that we had, which contributed to the thesis.

## SYPNOSIS

### DISPLAY IN KUALA LUMPUR

The objective of this disertation is to have an overview on the evolution of displays in Kuala Lumpur city. Surveys and research were carried out to look at previous, present and future trend on display. The main focus during these surveys were to evaluate the impact of displays towards the public awareness with regards to their purchasing attitude. Factors such as elegant architectural details for setting and colours were embraced to highlight this evolution. The technical aspect of displays with regards to type of shops or the characteristic of the display itself were elaborated. Other requirement to support the display of products in shops in Kuala Lumpur are the background to the display itself.

In the analysis on types of displays ranging from women to children, the concepts for attracting these groups were identified and focussed upon. The emphasis were on current fashion trend, lighting effect, colours and design of the display. Good display and design can create better environment for these groups of people to shop.

On the proposal for future display in Kuala Lumpur, the aspect on society, culture, religion and even colour were expanded. It was explained that future display should be able to cater for the new set of generation. It should also be able to attract all the various races and not