



# PUTTING YOUR BEST FACE FORWARD

Make your storefront and window displays work for you.

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**KNOW  
YOURSELF**

Start by asking yourself four main questions:

1. What kind of window do you have?
2. What type(s) of product do you want to showcase?
3. How much money are you working with?
4. What's your inspiration?

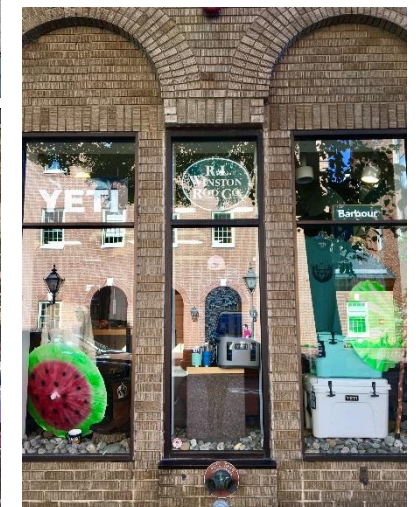
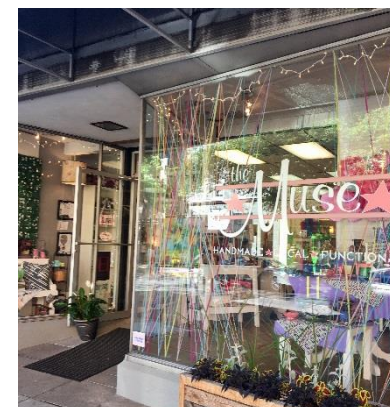
# What kind of window do you have?

Size / Width / Depth

View from Sidewalk

Transparency into Store

Lighting



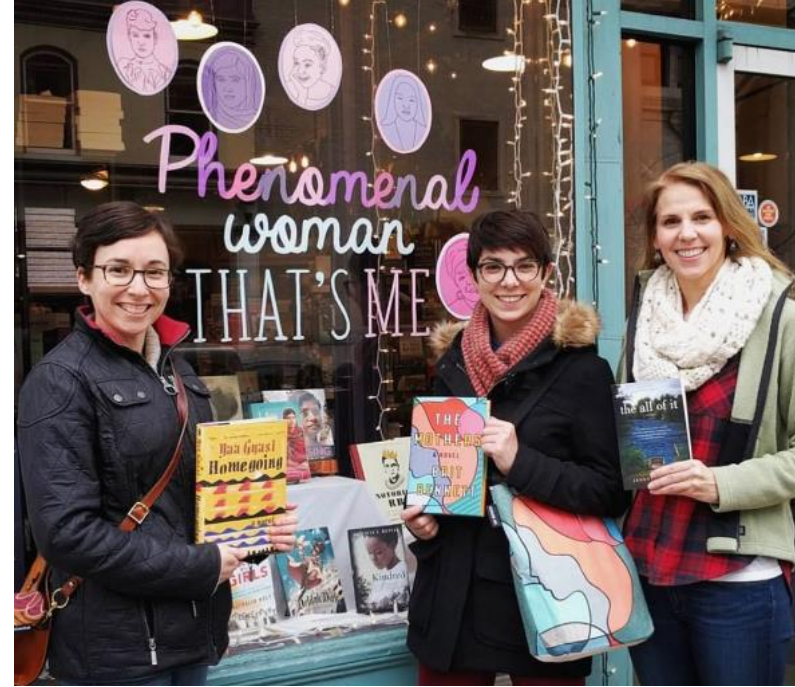
# What's your inspiration?

Themed / Holiday / Seasonal

Featured Product

In-store Event

Customer Engagement





# START WITH THE BASICS

## Design Basics:

Large windows = Bold graphics

Small windows = Product displays



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Large products can stand on their own.

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# Design Basics:

View your window in every condition: Night, Day, Rain, Far away, Driving by...



## Design Basics:

Think three-dimensionally.

Create depth and texture.

Decide whether you want to see inside your store, or focus on the installation.



## Design Basics:

Know which parts of your display will be rotating elements.





## Design Basics:

Give people a reason to stop and take a picture of your store.

# Design Basics:

Flyers? Posters? Stickers?  
...Make a Policy



The background of the image is a dense, textured pattern of purple paper leaves. The leaves are cut out of paper and scattered across the frame, creating a layered, three-dimensional effect. The color is a deep, muted purple. The text is centered and reads: 

**IMITATION IS THE  
SINCEREST FORM OF  
FLATTERY**



# Find Your Inspiration

Other Downtown Businesses

Your Vendors & Product Catalogs

Trade Shows

Your “Corporate Counterpart”

Pinterest & Design Magazines



# Sources of Inspiration

Anthropologie

Free People

Terrain

Urban Outfitters

Design Sponge

Retail Design Blog



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# Some Good Pinterest Keywords

Window Display

Store Design

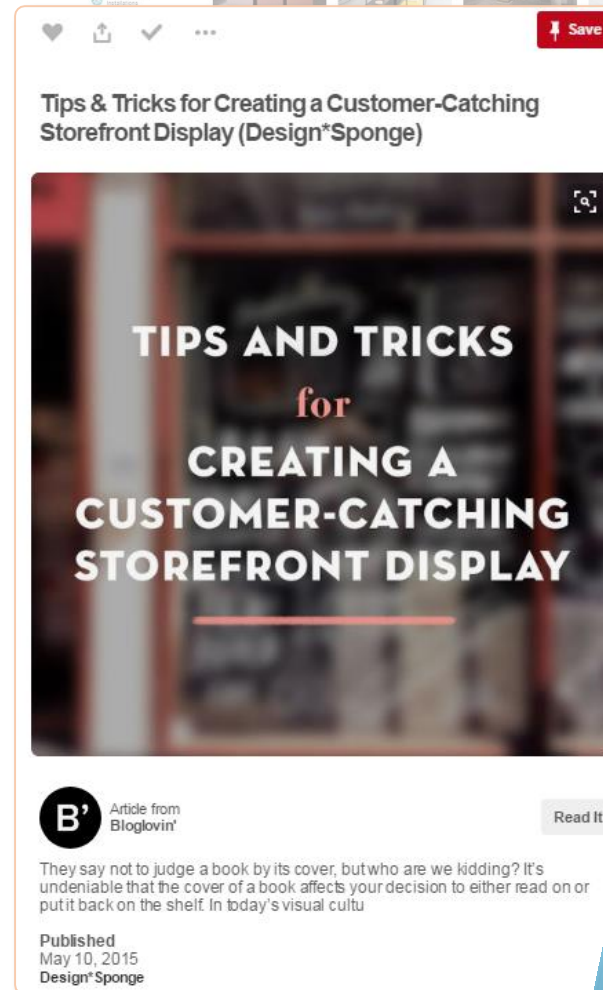
Product Display

Wedding Backdrop

Party / Prom Décor

DIY Decoration

Display Design Retail



The background of the image is a dense, repeating pattern of stylized purple leaves. The leaves are rendered in various shades of purple, from deep magenta to lighter lavender, creating a textured, layered effect. The leaves are scattered across the entire frame, filling the space behind the text.

**MAKE THE MOST  
WITH WHAT  
YOU'VE GOT**

# A Window for Every Season

Find a Statement Piece

Borrow from One Another

Repurpose Design Elements

Stock up on your Basics (shop the sales for soft lighting, display racks, etc.)



The background is a dense, textured field of brown, paper-like leaves. The leaves vary in shape, including some with serrated edges and others that are more rounded or elongated. The color is a warm, muted brown, and the overall effect is that of a thick layer of autumn leaves or a decorative paper pattern.

**MAKE IT  
HAPPEN**

# Think Thrifty Thoughts

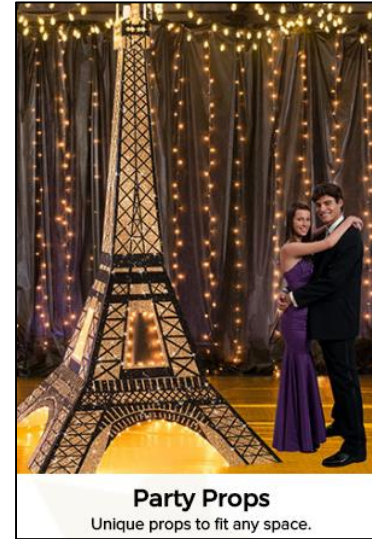
Home Depot... not Homegoods

Stumps Party and other party retailers

Gathered Goods

Share costs with your vendors

Make a budget for each window





# **WHAT MAKES A SUCCESSFUL WINDOW?**

When you sell out of the product on display.



Q & A