

## 7 Tips for Creating Eye-Catching Window Displays

It is often a challenge for Main Street business owners to draw people off of the sidewalk and turn them into customers. One way to do that is to have an effective window display. Your window display is the billboard for your store. Whether it is good or bad can be a make-or-break factor in whether a customer is intrigued enough to come through your doors. The following are seven tips on how to create window displays that will lure customers into your store.

1. **Tell a story** – As we get ready for Easter you may be tempted to grab every rabbit off your shelves and cram them into your display. That’s too simplistic. What you need to do is start with a theme and then plug in the pieces. Below you see a photo of the current window display at Evert’s Flowers. His theme is wrapped around Easter eggs. He uses bright eye-catching colors to grab your attention.



2. **Think in visual planes** – Before you start a new display walk outside and look at your window. Mark the glass at eye level from the street with tape. This is where you need to concentrate your efforts. While you don’t have to have everything at eye level, it is important to make that a focal point. Use shelves or suspend items from the ceiling. Below are two window displays that do an excellent job of bringing their focal point to eye level. Chocolaterie Stam uses this concept with its window display, suspending feather decorations and its sign from the ceiling. Another good use of working on visual plane can be seen in Emerhoff’s window where the shoes are at eye level.



3. **Surprise customers** – If you want to get noticed, avoid the predictable. At Cook’s Emporium you will find large paper-mache flowers in bright colors surrounded by new and interesting cookware. What do flowers have to do with cookware? Not much, but this type of display creates curiosity about what might be found inside the store!



- 4. Use bold shapes and colors** – You don't have to be crafty to be good at window design. It's all about bold colors and shapes. I will refer back to the display at Evert's Flowers. Whether you are walking by or driving down Main Street this window draws your eye. It is something that can be seen at a distance.
- 5. Keep it clean** – You don't want to clutter your windows with an assortment of products. You can, however, use a mass quantity of a single product. If you put one of an item out it may not grab someone's attention- but if you put a dozen of the same product out, it's going to get noticed. A Christmas tree made of tennis balls, for example, is bound to draw more attention than a lone canister of them. Below you will notice the window display at Gallery 319. Instead of putting out one of each type of art that the store carries, the display has strictly pottery. There are select colorful pieces that make a clean and eye-catching display.



- 6. Update your displays-** You want to change your windows as often as possible. That doesn't have to be a costly, time-consuming effort. The more often you change your display, the more people will stop to look. The Tangerine Zebra does a good job of this, rotating the merchandise

they have in the window regularly, in order to let people know they constantly have new merchandise. This promises that every time you visit, you will find a treasure you haven't seen before.



- 7. Use lighting to stand out** – Window lighting shouldn't be an afterthought. Go outside your store, stand on the sidewalk, and observe your window display. As you can see with many of the photos in this article, glare on the windows can keep people from seeing what you have to offer. Good lighting in your window display helps to offset that problem. Gilger Designs makes good use of lighting that effectively highlights the product they are showcasing. Whether you are walking up the sidewalk, or driving by, this window is a beacon of visual stimulation. I would also advise leaving window display lights on at night, even if you are closed. If you are the only one on the block to do so, your window display will definitely be the focal point for anyone window shopping after dark.

