




FUSS-FREE HOLIDAY DISPLAYS

A flexible feature display and an easy window installation will ensure your store is chic from the beginning to the end of the selling season

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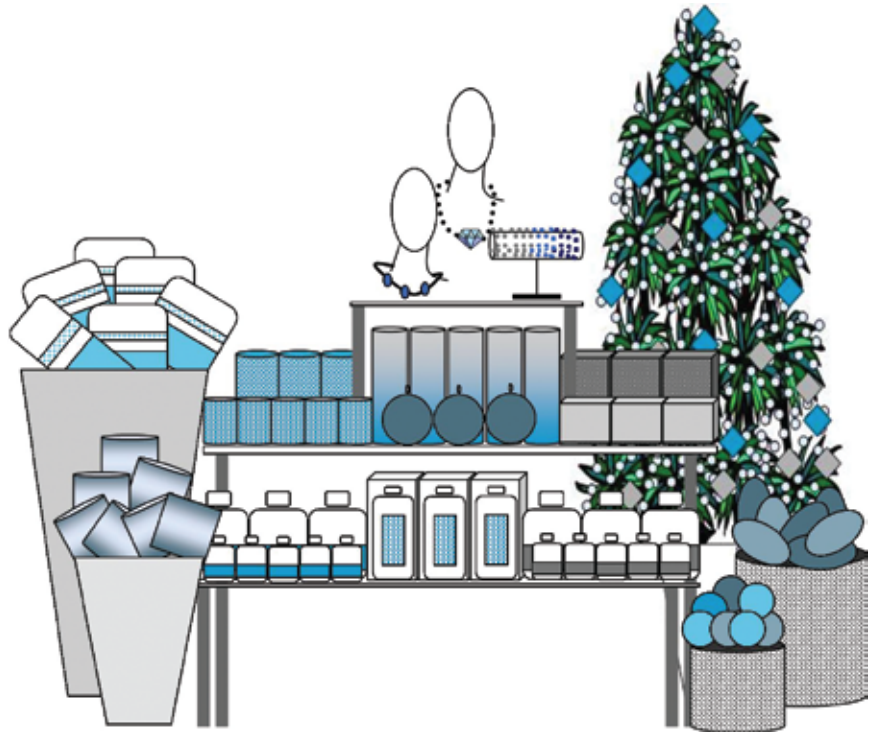


The holidays are the time to pull out all the stops and utilize all opportunities to capture the customer. From windows to feature displays, your merchandising must stop traffic, grab your customer's attention and ultimately sell your merchandise.

FLEXIBLE FEATURE DISPLAY

1. Layer two nesting tables. For the taller unit, consider the Vika Amon tabletop with Vika Curry or Vika Kaj legs from Ikea. For the lower unit, use two Lack side tables, also from Ikea, or a single Klubbo or Lack coffee table. Next, place a side table in the middle of the larger unit. This approach is called a three-tier cascade and provides a pathway for the eye to go up and down, and thus add interest.
2. Place a tree in the right-back corner. Trim with colours that complement the product on display.
3. Merchandise one or two complementary categories together. When merchandising multiple, unrelated categories, use colour or theme to tie everything together.
4. Place the smallest items at eye level on the very top tier. For this example, we used jewellery. Place mid-sized items such as candles and personal care on the other two units.
5. For a lush look, flank the table with tall vases and containers filled with multiples of the same item nestled in clear cellophane.

Feature displays at the entrance to each section of your store create an expectation of what can be found within each department



SIMPLE WINDOW DISPLAY

1. Adhere the top and bottom of fabric panels to dowels.
2. Centre risers (or nesting tables) of varying heights in front of fabric panels. Paint risers to complement your theme or a neutral colour.
3. Place tallest riser at back with two mid-sized risers in front and two shorter risers in front of them.
4. Add festive elements, such as ribbon, to relay a gift-giving message.
5. Tuck sprigs of holly or Christmas balls beside products to reinforce a holiday theme.
6. To change the display, change the fabric panels or repaint the risers.

Hanging fabric banners is an inexpensive and dramatic way to dress a window

TREE TRIMMING 101

1. First, place the lights. Allot 100 lights per foot. For example, 700 lights for a seven-foot tree.
2. For a luxe look, layer greenery (sprigs, twigs, etc.) into the branches.
3. Wrap fabric banding or ribbon eight to 12 inches apart starting from the top. Every foot or so, tuck the ribbon into the tree.
4. Use two or three other elements. For greater visual impact, group elements in multiples of three.

READY, SET, GO!

The retail standard for Christmas displays is November 1. However, for many retailers the Christmas selling season starts on October 1 or earlier.