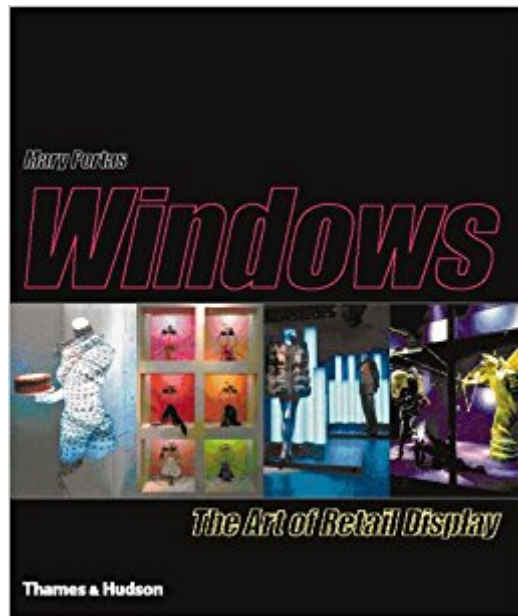




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Windows: The Art Of Retail Display



Synopsis

Shop windows bring glamour, fun, theatre and arts to the streets, a visible 24-hour expression of the store's image, brand and inspiration. Mary Portas brings her personal experience and insight to this selection of window displays. From New York to Paris, from San Francisco to Tokyo, her examples range from world-famous stores to tiny, little-known shops. A guide to the subject, this book examines the best use of space and props; the effect of lighting; the essence of styling; the potential of colour; the key role of mannequins; special characteristics of seasonal windows, and of tactical windows for the promotion of specific products; and how to achieve miracles on tight budgets. The book, illustrated with colour photographs, should be useful for anyone concerned professionally with retailing, design and visual communication.

Book Information

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Customer Reviews

The display's the thing in this sleek photo album by a former window dresser of London's legendary Harrods and Harvey Nichols department stores. -- Entertainment Weekly, Clarissa Cruz, 19 November 1999

Mary Portas spent seven years as Director of Marketing at Harvey Nichols, London, and now runs her own creative marketing organization, Yellow Door. --This text refers to an out of print or unavailable edition of this title.

Good read. Lots of information.

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