

Visual Merchandising

Now that we have analysed some window displays, you have now been given the task of becoming a visual merchandiser. You will plan a window display for a specific retailer with a specific theme.

Answer the questions below, then complete the task, and submit it back.

1. Which theme are you going to choose for your window display? Summer/ Spring/ Autumn/ Winter?
2. Which colours are usually identified with this season? (this should help you with the choice of colours for your display)
3. What retailer are you going to make the display for?
4. Who is your target audience?
5. What colours/ props/ products might attract this target audience?

6. Create your plan in the space below:

A large, empty rectangular box with a thin black border, intended for the student to create their plan. The box occupies most of the lower half of the page.

7. Explain below why you have designed your window display this way, include how this will attract customers to come into the store.