

# Creative Concepts

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How to increase your sales  
through proper window  
dressing and retail  
presentation



# Did you know that 85 % of a display's attraction is based on its colour.

That no matter what you have in the window..

The colour will be the first thing that attracts your eye!

A colourful exciting window can draw in anyone..

Sometimes they are drawn in purely because of the display or a colour or prop has caught their eye..

This is when your next asset comes into play..

The salesperson... They are the forefront of your business.. They can make or break your business.. The sales staff along with your window and interior displays are your key factor to increasing sales and are responsible for inspiring piggy back purchases and in turn, increasing your profit!







Buying is an emotional experience, and in this current financial climate we really need to tap into the resources that we have at hand..

Like our stock and our display areas!

We can create an image through this, whether it be homewares, clothing, jewellery, whitegoods anything!..

We want to create a theme in our window..

After all your window is your biggest selling tool you have before your salespeople..

It is free and attracts people into or away from your business, it expresses to people subliminally the attitude you have towards your business and really when it comes down to it, it reflects your attitude towards your customers.

By tuning into your customer's needs and adding accessories that compliment your display you can make your products walk out the door!









GLASSES ARE OUR CRAFT



Displays are created to inspire, sell, advertise and promote. you are selling a perceived image, an idea, or a lifestyle.





BARTON PERREIRA

Setting the mood.. Inspirational and  
yummy!..





By Creating simple yet stylish displays you are lifting your profile among your retail peers.

Less is more, simplicity and colour, shiny surfaces and repetition are simple and effective components to an uplifting and unique display.







By using a little imagination, you can turn a polystyrene ball into icecream coated with hundreds and thousands and still keep it smart and stylish!



...& licorice allsorts can come in handy too!









*New Adventures*

**RED ROCKET**  
TOY STORE

**HUGE SELECTION OF...**  
Games, Books & Puzzles  
Dolls, Cars, & Trucks  
Educational & Construction  
Computers & More



This canvas, transformed into a chesterfield screen adds interest and theatre to these otherwise plain images







It's all about creating interest  
and thinking outside the  
square!





عيد الأب

父亲节

父の日

Vatertag

아버지 날

Πατέρα

Ημέρα του Πατέρα