

Museum Promotional Project

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BUF 2203, Visual Merchandising

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Window Display - Sixth Ave W 51ST



The Three Sister - Leon, Frederick (1896)

The importance of visual merchandising is to attract customers to the stores to make a purchase. The main attraction people focus on is how the store display is set up. Visual merchandising is focused on the exterior and the interior; the exterior being the window display and entrance, and the interior being the lights, color, music, and mannequins. Its primary goal is to make effective use of retail space to increase sales and revenue. The window display has become an art, people setting up the display for the window is a very hard job because you have to focus on the latest trends, and how to grab the customer's attention from a distance. This project mainly focuses on the store window display and how it compares to the paintings at The Met. The two images I chose were The Three Sisters in the museum and the other one was a window display right by the sixth ave. These two images stood out to me because of the color, the repetition, and the tension. The bright red that is being used in both images compares to how it catches people's eye from a distance. The way the window display showed a repetition of red being used as a coat and as pants, really caught my eye. Red is a very bold color and it's usually hard to put an outfit together, red can only be put with solid colors as shown in the window display. The contrast of colors in the window display stands out because it shows how the bold colors are being put together with solid colors in 4 different styles. While walking through the museum this image spoke to me because of the bold color, in the room where the picture was located many of the paintings were dull. But this painting had a different look to it, this was the artist's choice to make the picture want to bring people close to it to admire how detailed he went to paint this. The texture of the clothing looked very smooth, but the fabric was very heavy, it looked like a mix of cotton and wool. Comparing the fabric to the clothing used in the window the material of the fabric of the red coat looked very heavy as well, and the texture of the jacket looked smooth. Compared to the mannequin next to it, the material of the plaid shirt looked very soft. What

makes this window display stand out from afar is the lighting being used in the store. It's not directly pointed at the mannequins but there's enough light for it to stand out to the people walking by and the people driving by. The use of bold colors for both images made them stand out to the people around them. That's the goal of visual merchandising where you're able to set a standard of how you want to grab someone's attention from afar and make them want to come into the stores. Store image and client purchasing behavior are influenced by viewpoint and visual merchandising elements.

