

Store Windows

Different Types of Store Windows

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Image#1: House of CB window display in London.



Looking at this window display, it made me proud of being a woman, because I feel like the idea of putting flowers is to make women feel the beauty of spring as it means to show that women are beautiful as flowers. While looking at these dresses I felt like it would look good on me just as it looks good on the mannequins, and it gave me the urge to enter the store and buy one of these dresses worn by the mannequins. I also like the way the color of the dresses matches the color of the flowers in the background.

Image #2: New York, Fiberglass Ostrich Christmas Window Display With MaxMara.



This is the display window of MaxMara, the largest fashion house of Italy's brand, Max Mara is a name known across the world, which is synonymous with luxury, style and quality. Looking at this window display it can be seen that they have clothes for winter and are high quality. This display made me go inside and feel the warmth of the clothes but on the other hand I felt bad to enter the store because I knew that I wouldn't be able to afford those expensive coats.

Image#3: New York, H&M store



Based on this H&M's window display it can be seen that this store carries clothes for both male and females. Looking at outfits on the mannequins it's clear that H&M has good quality clothing with cheaper prices. But while looking at the window, I noticed the inaccuracy of the store because the way they designed the window is not accurate as it supposed to be. They just put random stuff on the mannequins. And I didn't like the way that they just hung the jeans. So all that didn't encourage me to enter the store.

Image# 4: DOLCE&GABBANA, New York, "The Schoolbus"



This store's window display is an example of a window display that grabs customers, like kids' attention, and encourages them to get excited to enter the store and get something out of there. The way they paint the background, the images, colors and the sound that the school bus was making grabs a kid's attention the most and makes them feel like going back to school. While passing by this store with me siblings got excited by the window display which also gave me the urge to enter the store and make my siblings happy.

## References

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