

Olivia Elias
Prof. Roberts
Visual Merchandising

Throughout the years of being in this country I have never visited a museum until today. Today is the first of November and for the first time I set foot at the Metropolitan Museum of Art of New York City, this experience for me was very overwhelming because I decided to go into such a big place on my own without anyone guiding me through every section. The funny thing about going to The MET is that you can get lost even before going in for the actual works of art, I know I definitely did. Although I had to rush my experience here I still was able to be amazed by the wonderful works of art being displayed. My favorite part about it was the Ancient Egypt section which is the first thing you come across when going in. For this project I was able to find a lot of works of art at the museum but not many window displays that matched perfectly together, instead I was able to find something online that had very similar characteristics.

Most of the time we go into stores mainly because of what is being showcased in their window displays, it can certainly be a sign, imagine or a whole theme/trend that captures our attention and drags us in to take a look. Window displays say a lot about a store's atmosphere. I came across this image of a Gucci store window display on a blog a couple of months ago unfortunately I cannot recall the blog's name but I was able to find it on google images again. This Gucci display is very empowering as well as eye-catching when looking at it, it reminds you of the style in the 1960's when women first started to wear pant suits, plus the spaghetti

strap dresses over a long sleeve dress shirt is a classic as well. When I first laid my eyes on this picture the very first thing I saw was the lighting in the back, it looks like there is a variation of color lights such as red, purple-pink, white and even red-orange. Now, in order for me to understand more about this picture and also feel like if I was standing right in front of it I decided to take a trip to the Gucci store located in fifth ave, New York.

I am usually very timid when it comes to going into high end stores because I know I cannot afford any of the items being sold there. When arriving at Gucci of course they greeted me but I could already feel all eyes staring at me as if they knew I was not part of a high social class. I tried to take pictures but they would not allow me due to store privacy. I did spend a fair amount of time there just because I kept looking at every detail of the store by using all my senses. The atmosphere in Gucci is very clean, elegant and with lots of lighting especially lighting right around their display items to emphasize the color contrasts and the item itself.

The store consists of two floors the first was where all the handbags, accessories and I believe I saw a couple of shoes as well but on the second floor that is where all the clothing collections were. The space on the first floor was a lot bigger than the second floor and the lights were less bright than the second floor. The lighting all around the store was a yellow undertone color which is usually the color for all retailers. As for the smell I did not really catch a specific scent only when going to their fragrance section but even there the scents of all different kinds did not overpower each other. I was only able to touch a few things which were their bags since other items they have locked up and a sales professional is needed to showcase it to you. Overall,

if I could rate my visit at this store I would give it an eight just because I did not feel comfortable being there and perhaps that was due to me already feeling intimidated beforehand.

The painting I will reference in this window display is this 1630s Painting called “The Fortune Teller,” painted by Georges de La Tour in the 1630s. I was able to reference both artwork mainly due to their posture and dress code. The painting has a very thorough background and meaning, there is a young man who was being distracted by a gypsy’s companions while the gypsy pickpockets the young man. The meaning of both art work is completely different but in a way they both align with each other. The color contrast in the MET painting is much more dull compared to the Gucci window display.

While going store to store, painting to painting I was able to understand fashion much more especially the visuals of fashion. For now, walking into a store is not a regular thing for me because I pay attention to every detail and use my five senses to really understand the kind of environment I am around.

REFERENCES

1. De La Tour, G. (n.d.). The Fortune Teller. Retrieved 1630, from <https://www.metmuseum.org/art/collection/search/436838>
2. Visuals, C. (2016). Gucci Fall/Winter 2016/17. Retrieved from <http://chameleonvisual.co.uk/gucci-fall-winter-201617/>