



High End Gucci Window Display

This Gucci window display setup would be called a closed window display because of the large glass panels on the front and the walls behind. Gucci is a high end clothing, footwear, jewelry and accessory store. It is known world wide and is famous for their unique, eye catching designs and quality merchandise. The window display above goes inline with the store's philosophy and customer expectations. It features most items sold in the store. The display is colorful and bright giving the customer a sense of unique style and quality. The mannequins are dressed in trendy fashionable attire which is combined with complimenting accessories and jewelry. The presentation is neat, clean cut and attractive to the consumer. The lighting focuses the attention on the product and highlights the color, pattern, and design. A customer passing by this window display may be attracted to the simplicity and style as well as brightness of the items. The lighting and the color scheme of the merchandise transforms the customer from the ordinary and into an extraordinary world. Gucci offers a funky and cool display that features turquoise and blue LED lights to give a 3D element and a psychedelic effect. A store window should be designed for its surroundings. If your shop is on a busy street like Gucci, your window must stand out so that all consumers can recognize your store. What Gucci does is create an astonishing and magical window that puts you in a whole different world and will give you no other choice but to walk into the store. The lighting, the insane decorations, the powerful theme that Gucci represents in their window leaves an unforgettable memory that no consumers in the world will ever forget. Since Gucci is a high end store and all their products are exclusive, Gucci presents an uncluttered window. They use a couple of different pieces making the window look high end and give off a high end look. Gucci as a brand does an amazing job of making a powerful window display. Its window displays must represent a message to their customers, represent their brand in a unique and unforgettable manner. The vision represented by the window display is created in such a way as to be unforgettable and always remembered. Overall I believe that Gucci represents their brand very well with this window display. The cool and unique lighting fixtures, the great color coordination and the unique fixtures highlight the merchandise and give the window display a happy and creative look.