



Looking Through the Glass

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About the Author:

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I am a junior at New York City College of Technology, located in Brooklyn, NY.

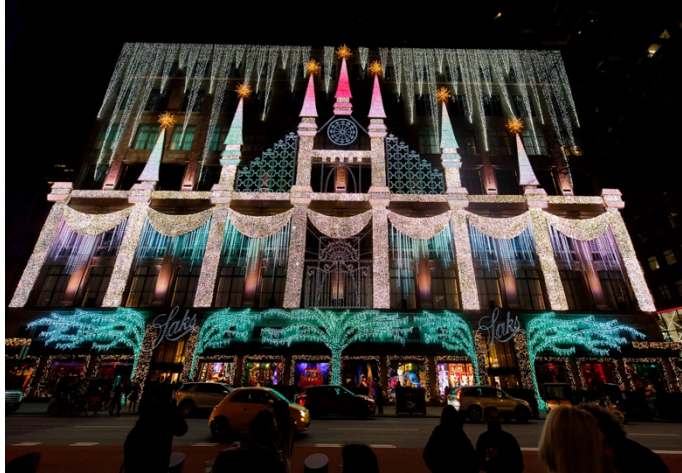
Currently pursuing my bachelor's degree in Business and Technology of Fashion and will graduate in Fall 2022. I plan to get my Masters in Computer Science and later create a modest clothing line.

I grew up in a practicing Muslim family with 4 older siblings and my parents. At a young age I have always struggled to find clothes for myself because of the lack of big sizes and modest clothes. This caused me to want to major within the fashion industry and in the future to have my own line of clothes. Within my high school years, I participated in a Girls Who Code club which piqued interest in me which later influenced my career choices. This helped me decide to pursue fashion design and computer science as career choices. With the help of City Tech and its Business and Tech of Fashion major I look forward to use this and have a business of my own for all people, not just Muslims.

Exterior Displays

Traditional Outside Window

Saks Fifth Avenue, 611 5th Ave, New York, NY, 10022



Selling Power

Saks Fifth Avenue holds a great reputation since 1902 in NY. This allows the brand to gain regular and loyal customers. The theme they chose to represent for their annual holiday window is “This is how we celebrate.” Exhibiting the unity of New Yorkers and how they honor the holiday season. Potential

customers that pass by would be compelled by the grand holiday display and be tempted to see what more the store has to offer.

Attention Getting Devices

The grand light display along the span of the front of the building does call for a lot of attention by itself. The straight front windows allow the lights to be assembled to create the bigger picture, looks like a manor. This kind of display would be considered a promotional window. Promotional windows serve the



purpose to promote the store as a whole rather than the actual merchandise. In this case, they are promoting the holiday spirit. Each of the window displays along the sidewalk depict a different story. For example, there is a window that shows a couple on their way to give gifts on the Roosevelt Island Tramway, then another with neighbors competing who has the better display in Dyker Heights, Brooklyn. The stories conveyed through the displays are made to relate and connect with the consumers.

Timeliness of the installation

This institutional window display was installed at the perfect time, just in time for the holiday season. As Thanksgiving weekend came to an end, many consumers, tourist included, have visited the area to get into the holiday spirit as Christmas is around the corner. Due to current event like the Coronavirus outbreak many may find this theme of togetherness and celebration very touching and needed. It is displayed at a very appropriate time and have a great effect on consumers.

Display from a chain fashion store

H&M, 1472 Broadway, New York, NY, 10036



Selling Power

The location of this H&M store has a great impact on its selling power. It is part of the busiest part of Manhattan, NY. To precise it is in Times Square, which is full of New Yorkers and tourists. As consumers are bound to pass the store, the large screens surrounding the entrance do a great deal of selling the merchandise before anyone can even enter the

store. The electronic displays of their merchandise reduce the need to use mannequins at the windows. But the main reason for this method of display is to appeal to the large number of potential consumers that may be in the busy streets of Manhattan.

Attention Getting Devices

The large screens also double as an attention getter in this case. Due to the lack of mannequins in the front display, they use the screens to showcase the merchandise. While the led screens stimulate attention towards the front display, another device would be the large H&M sign. As we have learned the color red, is a part of the brights color group. It calls for our attention just like a stop sign would at an intersection.



Timeliness of the installation

H&M's physical display stays the same expect for the select few mannequins at the store front and the videos playing on the LED screens.

Display of an Electronics Store

Lucas Electronic, 886 Manhattan Ave, Brooklyn, NY, 11222



Selling Power

Lucas Electronic has a continual selling power. The store manages a to present a clean and aesthetic display, compelling consumers to buy the merchandise. I have personally seen this stores display over the years and found that they successfully keep a consistent pattern in the displays. A smart technique they used to

enhance their selling power, was to let consumers know they price match their merchandise with Amazon. Since many consumers often rely on Amazon for quality items and the best price, this electronic store is promising the same.

Attention Getting Devices

There are no specific devices used to get the consumers attention, but there are simple things like color scheme that do. This is done by using the color scheme of neutrals and midtones exhibits unity. Since this is a local electronic store it does not require any over the top attention getting devices.

Timeliness of the Installation

I believe for the holidays they set up the appropriate display. This season calls for family gatherings and a lot of dinners to cook for. The mixers, kettles, and toasters are what the consumers are looking for to make the perfect Thanksgiving or Christmas dinner. These are also great examples of Christmas gifts to give for the holidays.

Display from a Gift Shop

Faruque's Gift Shop, 927 Manhattan Ave, Brooklyn, NY, 11222



Selling Power

This small neighborhood gift shop has an interesting selling power. Along with your regular giftshop items they sell seasonal items. For the winter season the small family-owned shop puts out winter hats, gloves, and scarves for those last minutes purchases or urgent needs for when the weather gets colder in the night. Similar to the winter items they always have a

sunglass stand on the outside table display, specifically for those sudden sunny days.

Attention Getting Devices

The main attention getting device would be their outdoor table display. It isn't a normal approach to have a table outside of the store as a selling method. When consumers pass by the gift shop, they automatically look at the extended display. The owner also displays select few apparels such as sweaters and scarfs. The merchandise is doing the attention getting by itself. Most consumers will stop and look at the merchandise to make that quick purchase.

Timeliness of the Installation

The use of the table is all year round. But the merchandise on the display changes along with the season. So, this display is done at the right time.



Interior Displays

Fashion display with mannequin

Urban Outfitters, 1333 Broadway Herald Sq, NY, 10018



Selling Power

These are fashion displays at an Urban Outfitters in Herald Sq, which is a very popular area for teens and young adults. Naturally, due to the store's reputation they have a strong selling power. The details of this fashion display upon entering shows the effort the brand has put into it. The use of the mannequins increases the selling power by providing the visual of how the clothes can look when put together in that same style.

Attention Getting Devices

Urban Outfitters used color as one of their attention getting devices. This is one of the first displays a consumer sees upon entering. The red and yellow streamers, which are also analogous

colors, hanging from above the mannequins grab your attention then lead it to the large “chandelier” made with shiny gold streamer. Putting the fashion display in between these devices was a perfect way to guarantee consumers see it. Other devices are the gadgets surrounding the lower part of the display. Someone looking for a ring light or a karaoke mic like in the photo above will be drawn to the items later seeing the display.

Timeliness of the Installation

The timeliness of this installation is very appropriate. The use of the fall and winter colors such as neutrals and earth tones, are just right for the weather. The outfits put together are also appropriate, the jackets, scarfs, and boots influence the consumer's choice in winter fashion.



Fashion display without mannequin

H&M, 1293 Broadway, New York, NY, 10001



Selling Power

H&M is a popular chain fashion store among young adults and some adults from the ages 20 to 40, that look for casual and trendy looks. This brand is known for their simple and minimalistic. They have a great selling power. H&M's reputation by itself influence the selling power. Many of the store are made with a glass exterior and a white interior and often mirror walls, like

the one in the picture. Therefore, the simplicity and minimalism of the brand is what makes them have a selling power.

Attention Getting Devices

The attention getter in this case would be the lighting and mirror wall. The lighting above the fashion display brings attention to the set of clothes hanging. The mirror reflects the light catching the consumers attention. Customers tend to look at themselves whenever there is a mirror around, so the placement is perfect to get the customer to look at the clothes set there. Also, the picture above the clothes may bring the attention of someone looking for a similar outfit.

