

Tyshae Greene

Professor Woods

Visual Merchandising

April 3rd, 2022

Promotional Project 3



Brooklyn Museum 4.2.22



Art piece by Stanton MacDonald Wright
Brooklyn Museum

Bergdorf Goodman Fifth ave Window display

I've had a lot of fun and learnt a lot since I started studying fashion and took a visual merchandising class. I learned that by utilizing effective visual merchandising any company can increase sales and gain a competitive advantage. It helps any store presentation assist with selling. Customers get their initial sight of a store's offering through window displays. People will pass by without stopping to see what else the store has to offer if there isn't an interesting display. I learned that the entrance area, window displays and other key elements in any store are important because through visual merchandising it tells a story and effectively raises brand awareness. Customers can associate what a company stands for, the message it sends out, and the things it sells through window displays. Visual merchandising is the art of exhibiting items in a way that is pleasing to the consumer's eyes. Through visual merchandising it puts the product in an aesthetically pleasant atmosphere, showcasing it in a way that converts window shoppers into prospects and, eventually, customers of the product.

The day I went to the Brooklyn Museum for part of the promotional project, I had a wonderful day. It was interesting to see even the museum employ visual merchandising. I can see how they employed props, as well as things like paintings and antiques, to create a unique aesthetic that contributed to the creation of special and unforgettable exhibitions. A synchronism piece by Stanton Macdonald Wright was one of the paintings that piqued my curiosity, and I determined to locate a display on Fifth Avenue that mirrored it. I liked seeing the cold hues of green, blue and purple, as well as the many shades of those colors, as well as the warm colors of yellow, red, orange, as well as the various shades of Wright's painting of which gave off a whimsical piece that was also in unity and harmony. The texture of the piece looked soft and silky which contributed to the overall beauty. The pieces' proportions are inconsistent, yet it still looks attractive, and it mostly consists of triangles, rectangles, and squares.

I learnt in my fashion history class that most designers get their inspiration from art pieces, so I snapped a photo of Wright's work I mentioned before since it was intriguing to look at and I figured I could find a display that reflected it. It was fascinating to see an exhibit on fifth avenue at the Bergdorf Goodman shop that reflected the painting after an hour of roaming around. When looking at Wright's piece, one can see a section that resembles a neck and can picture a body. Making the artwork and mannequin look alike. The warm and cool colors, as well as the many tones of the mannequin clothing, complemented the painting as well as the smooth texture. Only the mannequins clothing lacked triangles, rectangles and squares as pattern designs. The mannequins clothing designs resembled blotches instead of a shape. Because of the color choice and window display, the mannequin at the Bergdorf Goodman store was really attractive to look at. The display had a closed back, straight front window that was also a lifestyle window. We can see how it was one mannequin dressed synchronously head to toe which gave it unity and harmony. The closed back window and the accent lighting emphasized the merchandise. I know the piece was very interesting to look at because everyone who passed by stopped to look at it, making it difficult for me to take a photograph.

To conclude, I feel like this project was a success. I went to the museum and found an interesting art piece which I was able to match with a window display on fifth avenue. The artwork is comparable to the display in that it resembles a body, and the display featured mirrored colors but distinct patterns. The two pieces also resembled the same soft texture, unity and harmony. I really enjoyed this project.