



## Promotional Project # 3

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Still, Life with Violin, Ewer, and Bouquet of Flowers  
1657  
J.S Bernard



Brooks Brothers Fall 2022  
Window Display (Madison Ave)

### Promotional Project # 3

As I was walking around Madison Ave on 86 Street, I noticed most of the stores around were already decorated with Christmas decorations. With us just now entering November, I was surprised to see it all look so festive. The one store that caused me to stop in my footsteps was Brooks Brothers. To me, this store always seemed a bit too old. The aim target audience is older citizens. I never stopped to look inside or felt the need to because of how I viewed it. When I saw their festive window display, I was shocked. The display made me believe I was looking at a Ralph Lauren replica. This year, the Ivy Prep American style came out, and I loved it. I snapped a few pictures, trying to get everything on display. Got plenty of weird stares, but many also stopped to see what I was picturing and even went inside the store to view it closer.

Walking to the MET Museum, I knew I needed to look for something similar to the display, but I wasn't sure if I would find it. I walked around each museum section to view each artifact and painting closely. An hour in, I was sure I wouldn't be able to find what I wanted until I walked into the Modern and Contemporary Art section. This small corner of the museum was very quiet and dim, with everyone standing still and viewing the artwork. As I turned I saw this Still Life with Violin, Ewer, and Bouquet of Flowers, 1657, J.S Bernard Painting. This temporary display at the museum matched well with the display and with its dark and festive theme. I knew the similarities would fall together nicely, and I was happy to have found it just in time.

The modern work well silhouette of the Brooks Brother suits hanging on the mannequin, and the warm Christmas *colors* surrounding the display, allowed me to connect both the Still Life painting and the window display. For the Brooks Brother window display, I

felt as though it was hard to view only one thing, the Christmas tree, the *contrast* between the dim and bright lights against the display, along with the backdrop, and 3 mannequins, allowed my eyes to move in every *direction* the light skims pass. The display had a *balance* of warmth and bright red, green, and yellow *colors*. Although we see the Christmas tree, we can't help but *feel* that fall-like feeling. You can see that they *emphasized* this by adding more of a gold shimmer to the light display, and the backdrop having a light flame. The background of the wood gives the display a cabin-like sentiment as well, allowing the entire window display to feel cozy and homey. When comparing this to the Still Life painting by J.S Bernard, 1657, the *color* red seems like the eyecatcher, it allows our vision to circle around and not lose that dark cozy vibe. In the window display photo, under the Christmas tree, there is also a red cloth that is put under the tree. This similarity could be seen in the Still Life painting where the red tablecloth is under the green flowers (almost like the Christmas tree), fruits, and gold violin and jug. The *contrast* in lighting for both the Brooks Brothers window display, and J.S Bernard's painting allows us to view more of the *texture* surrounding both pieces. On the right we see the mannequin has more of a checkered pattern long sleeve, along with a knitted sweater. On the left, we can see the details in the tablecloth and every *curve*, *shape*, and *line* of the items on the table. Both pictures seem to have the light aimed toward the middle. This is where I saw the most similarity, the lighting, and background of the painting show, although not the same, the warm feeling of fall, and almost this period of quietness. You sense a *harmony* between both images, there's no monotony but also no chaos, and the comfort it gives allows for similarity in both.

When searching up what the meaning of a still painting is, I was able to find that a still painting is just a depiction of what is currently being shown. Not only for what is shown, but to *display* one's wealth. Showing the extravagant fruits and food, along with the amazing tables. (Lindsey, 2017). This meaning behind a still life painting connects and emphasizes exactly what the Brooks Brothers window display is trying to present. The elegance and all-American luxury look. "Old Money". Each item in the painting is set exactly where it needs to be to prove of wealth. The window display's props and clothing are equally the same because of the need to show that luxury is in front of them when people walk by. The proportions of the display and the way the painting is designed, allow the reflective light to enhance and emphasize the richness they are trying to present. When comparing both images again, you can tell that both portray moments in *real time*. I mentioned many stores have started putting up Christmas decorations early, getting in the festive spirit, this allows many customers to pause in their footsteps and picture themselves for the holidays, the same goes with the Still Life painting, the familiarity gives you that similar expectation. It leads you to wonder, and in this case, for the window display, it leads you to buy.

Lastly, for me, both the Still Life with Violin, Ewer, and Bouquet of Flowers by J.S Bernard and the Fall 2022 window display for Brooks Brothers allowed me to understand that lighting, color, proportions, size, shape, etc, all are needed to make any design/work stand out. The unity and harmony the display brought together led me to want to start looking for Thanksgiving and Christmas outfits and plan out my holidays. The exact structure goes for the painting, and it allows you to view wealth in a moment stuck in time and wonder what else could be around the painting. Both led me to continue learning more about it. The overall experience of having to find a window display and walking around the museum I did alone. It

felt nice to do something alone for once. Finally, I would catch myself being more in my thoughts, wondering under more. Even after finding the painting that went well with the window display, I continued exploring The MET because it was something I missed doing. I am usually always with a group or with friends, but after this experience, I am learning how to be okay with being by myself.

### Resources/ Bibliography

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