

Our philosophy on window dressing is fairly simple. We look at our windows as our first impression to customers passing by, as well as those who may be new to our shop. We have this one chance to peak their interests and indulge their visual senses. A good window display is one that tells a story, gives a sneak-peak into what the rest of the shop is doing, and is inviting to those who walk, drive, or pass by. If your windows lack to make a good first impression, most likely those who are going by will be less than driven to stop in to see what's new.

There are always a few key points I try to do when putting together a window or windows...

- **Tell a story.** Whether it's a season you want to convey, an idea you want to give, or a feeling you want the people looking in to feel. It's important that the windows make sense to the time of year, and what kind of merchandise you are carrying.
- **Don't overwhelm the windows with too much stuff!** It's key to have large pieces, a point of interest, and things that tie it all together. But, if you put too many little things, or try and cram the whole store full of things in the window, you lose people. There is nowhere for their eyes to rest, nothing to focus on. These kinds of windows tend to read as chaotic and cluttered. Even if your shop is not!
- **Get Creative!** Use an object in an unexpected way. Use something live, like real leaves in fall, or tree branches in the spring. Think outside the box. What did you do last season, don't repeat yourself too often. Repurpose things... showcase something special, do something unexpected.
- **Lighting is Key!** Your windows need to be lit, especially at night, when although you are closed there are often lots of neighborhood folks walking and driving by. Ambient lighting is always nice too! A chandelier or a lamp always gives that homey feel!
- **Keep the rest of the store front inviting!** You could have the most beautiful windows in the world, but if your store front isn't inviting – forget about it! Keep it clean, add some plants or flowers. Nice signage and outdoor lighting add so much!
- **Be attention getting.**
- **Don't let your windows sit the same for too long.** It's important to freshen your windows at least every 4-6 weeks. Even more often if you need to or have something new to share. Freshening windows is a surefire way to pick up foot traffic and perk people's interests! If it's getting slow at the shop... **CHANGE THE WINDOWS!** It works every time!
- **Celebrate the Seasons!**
- **Pair things in odd numbers.**
- **Keep them Clean.**
- **Have Fun!** Be always on the lookout for ideas, fixtures that might be interesting, and **great ideas from other shops in other cities, magazines, and books.** Don't copy someone else's ideas, but there is no crime in getting inspiration from other sources!

So, basically we try to keep our windows changing, keep them inspired whether by season, or creative ideas. Keeping fresh is interesting. Being interesting keep people coming into your shop! Creating your own look keeps you unique. Staying clean and taking pride in your windows and store front lets people know that you care about your business! You only ever have one chance to make a first impression, make it a great one with fabulous windows!