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How to Attract Customers with 'WOW' Window Displays



First impressions count, and it is often the shop window that will either excite potential customers or leave them cold. The best way to entice customers off the street is with an attractive window display. Successful windows capture the imagination while giving the impression that there's more to see inside.

Here we offer some considerations for creating successful window displays:

- Establish a reasonable budget for your window display. Consider it an indispensable element in your marketing effort.
- Change your window display on a weekly or at least monthly basis. Even the most interesting window grows old if potential customers walk or drive past your shop everyday.
- A well-lit window is as important as the display itself.
- Keep windows clean and minimise distractions in the form of stickers and other signs. Post your opening hours in a neat, attractive way.
- A backdrop may help to give definition to a display. If you want people to be able to see into the shop, consider a half-wall, sheer material on a dowel or any treatment that complements your window arrangement.
- In general, one large, bold picture beautifully framed has more impact than multiple framed pictures in a window display.
- Theme windows to match the seasons or sporting events, but try to be original.
- Take inspiration from exhibition stands, fashion retailers and snip pictures out of magazines to help with ideas.



Keeping your window fresh is not just a matter of rotating a couple of framed prints round and round, it is about creating a story which stops consumers in their tracks and entices them to come inside and find out more.

Original displays would cost a small fortune if you invested in new props every time you updated your window. One answer is to use recycled materials to make an impact.

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Here are some budget display ideas:

- One man's rubbish is another man's window display – recycle bundles of newspapers, wine bottles, wooden pallets, CDs, cardboard tubes etc.
- Building materials such as breeze blocks, bricks, sand, planks and step ladders are cheap and look effective.
- Make your own seasonal decorations so that your window is unique. Keep it simple and stick to a simple colour theme to create a cohesive look.
- Borrow items from other retailers to dress your window in exchange for a credit in the window.
- Make an impact by hiring unusual props – it's cheaper than buying them.