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How to Create Eye-catching Displays

Displays are an integral part of retail sales. Generally the most successful displays have a theme. Themes set a direction for the displays and help them look cohesive.

Display themes are as diverse as your imagination allows them to be. In addition, you can implement each idea many different ways, customising it to suit the needs of your business. For each theme you select, think of ways you can use it in different parts of your shop. For example, when you install a display in the window, follow through with more of the same look or style inside the store. Also, your frame design counter and checkout area are prime spots to get additional mileage from your displays and to send a consistent message to your customers.

Here are some display theme ideas:

1. Animation Art

What to Frame: Original animation cells or Disney animation prints

Props: Related stuffed animals or figures

Sign: "If your life is getting a bit too serious, buy art that makes you laugh."

2. A to Z

What to Frame: Make 26 frames with the same outside dimension.

Arrange them in a grid structure on the wall. In alphabetical order arrange a large letter in each frame. Then, in about a third of the frames, insert items that begin with that letter of the alphabet, such as diplomas for D, a mirror for M, and photos for P.

Props: Toy wood alphabet blocks, plastic letters or vinyl stick-on letters to apply to the window

Sign: "We frame everything from A to Z."

3. Beach

What to Frame: Shells, seascape art, a photo of a child playing in the sand, or a sailboat model

Props: Sand, shells and a beach towel

Sign: "When you can't go to the beach, bring the beach home with you."

4. Black and White

What to Frame: Anything that is totally black and white

Props: Accessories which are all black and white

Sign: "Do you see everything in Black & White?"

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5. Children's Art

What to Frame: Any art created by children

Props: A small child's painting easel with art displayed on it, paints, crayons, etc.

Sign: "Even Michelangelo had to start somewhere."

6. Christmas

What to Frame: Art, mirrors, family photos, objects, diploma, and gift certificates.

Props: Wrapped gift boxes with tags for Mum, Dad, Sister, Brother, Friend, etc.

Sign: "Give the gift that lasts a lifetime... fine custom framing. We can frame art you bring to us, or purchase a piece right off our walls."

7. Father's Day

What to Frame: A family photo, a wild tie, or any art made by a family member

Props: Masculine accessories; things relating to men's hobbies

Signs: For the framed family photo or art, "Show Dad you care." For the framed tie, "The tradition lives on... with a twist!"

8. Frames Aren't Just for Pictures

What to Frame: Display a variety of things including an object, certificate, mirror, textile, etc.

Props: Whatever coordinates with the framing

Sign: "Frames aren't just for pictures. You name it. We can probably frame it."

9. Golf

What to Frame: A golf ball and tee, a scorecard, a print of a famous golf hole, or a photo of a person teeing off

Props: golf balls, tees, scorecards, or artificial turf

Sign: "Celebrate your hole-in-one or just dream about getting one."

10. Graduation

What to Frame: A diploma, tassel, or photo of the graduate or class

Props: A cap and gown

Sign: "You worked hard for it. Show it off."

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11. Halloween

What to Frame: Old Halloween masks or costumes, and folk art pumpkins or witches

Props: Halloween decorations

Sign: "Treat yourself to custom framing."

12. Maps

What to Frame: Antique hand-coloured maps, or a brand new world map with pins marking locations where you've traveled

Props: A globe, a stack of folded maps, and reading glasses

Sign: "Dream about where you want to go, or remember all the places where you have been."

13. More Than One Way to Frame

What to Frame: Frame the same print three or four different ways to showcase your design talents.

Props: Three or four of the same vase in different colors to coordinate with the frame designs, or three or four different style vases in the same color.

Sign: "There is always more than one way to frame a picture. Our design experts will be happy to help you choose the best framing to suit your home and lifestyle."

14. Movies

What to Frame: Movie posters and a flat screen TV

Props: A framed flat screen TV playing ongoing videos and a bowl of popcorn

Sign: "We can frame your favorite movie stars or the TV you watch them on."

15. Nautical

What to Frame: Sailboat prints or photos, a certificate from a sailing course, or a small model boat

Props: A buoy, rope, or a model boat

Sign: "Use your imagination to sail off to exotic places."

16. Pets

What to Frame: Pet photos

Props: Dog and cat sculptures and figurines, and pet toys

Sign: "Your pets are members of your family. Frame their portraits to display alongside everyone else."

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17. Raid the Attic

What to Frame: Anything that may have been stored for years in the attic, including old family photos, kids' clothes, military memorabilia, antique jewelry, or vintage holiday cards

Props: A trunk overflowing with other things that may have been found in the attic

Sign: "Are you looking for a new way to personalise your home decor? If so, raid the attic and frame the memories."

18. Spring Cleaning

What to Frame: Purchase a pair or set of four old framed prints. Reframe half of them. Display the new and old side-by-side.

Props: A dated vase with silk flowers for the old frames and a sophisticated sculptural piece for the reframed art.

Sign: "Breathe new life into outdated artwork. A new mount or moulding can be used to refresh existing art or we can supply you with a new piece of art for your existing frame."

19. Travel

What to Frame: Travel posters, memorabilia from different countries, foreign currency

Props: Souvenirs from different countries

Sign: "Travel the world. Frame the memories."

20. Weddings

What to Frame: A wedding portrait, dried flowers, or an invitation

Props: A floral arrangement, a bride's veil, or confetti

Sign: "The ceremony is over before you know it, but the memories can live on forever."

Great displays do help increase business. If you want to increase your annual sales, broaden your customer base or appeal to a higher caliber of customer, improving your displays can help you reach those goal forming.