

Window displays past and present

Group Task

In your group you must research and find examples of inspirational window displays and visual merchandising. You should ensure that you consider some of the retailers and brands from the visual merchandising brief.

You should research past themes used in windows as well as current displays and you must have visual evidence. Consider other areas such as exhibitions or installations that you think could translate well into a design. You may use the internet as well.

You must bring all relevant evidence to your Fashion Promotion session on Monday 15th February. You will be given time within this session to collate this information into boards which you will then present back to the rest of the group.

Your presentation of inspirational imagery as well as examples of the suggested brands, will help provide ideas and direction for your window displays. All final boards may be used as a part of your research for this project.

Ensure that as a group you all stay in touch and organise your time and areas to research effectively.

Bring glue, scissors, cellotape and any other materials that you think you may need with you to the session.