

## **TIPS SHEET TO ACCOMPANY:**

*Visual Merchandising* 3<sup>rd</sup> edition by Tony Morgan

### **Structuring a window calendar**

- Decide how long you want your calendar to run: 6 months or 12? Many retailers will even use an 18-month calendar.
- Decide how you wish your calendar to appear. Many visual merchandisers will use a paper chart, but others may use a computer program that can be accessed throughout the business. An interesting calendar can be produced using images and designs to demonstrate how the window schemes appear in reality over the allocated time.
- Allocate windows for major promotions first: i.e. Christmas and sales.
- Add secondary promotions: i.e. Easter, Mother's Day, Valentine's Day.
- Use the free window spaces to introduce window schemes that may be product-related: i.e. new season collections.
- Discuss with the buying/marketing team if they require window space to promote new departments or special events.
- Allocate budgets to each of the window schemes. Remember that Christmas windows may justifiably attract a larger slice of the budget because they are generally in for longer and because the store may wish to compete with its rivals on the high street – every store wishes to be noted for outstanding window displays at this time of year. Smaller schemes that are not for a long duration should not have large budgets set against them.
- Design and plan the windows well in advance. Large schemes with complex props may need a lot of attention. Prop-makers have to be briefed and their studio time booked.
- Always plan the removal of existing window schemes. On most occasions this should only take a couple of hours; however, complex displays may take longer and eat into your dressing time.
- Completed windows can be photographed for reference later. This is best done at night with a black screen so that you won't get reflections. If you are freelance, take at least a quick snapshot for your portfolio.