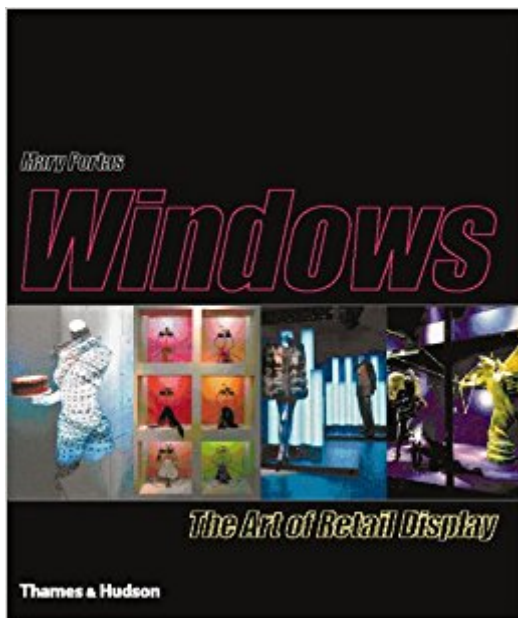


The book was found

Windows: The Art Of Retail Display



Synopsis

Shop windows bring glamour, fun, theatre and arts to the streets, a visible 24-hour expression of the store's image, brand and inspiration. Mary Portas brings her personal experience and insight to this selection of window displays. From New York to Paris, from San Francisco to Tokyo, her examples range from world-famous stores to tiny, little-known shops. A guide to the subject, this book examines the best use of space and props; the effect of lighting; the essence of styling; the potential of colour; the key role of mannequins; special characteristics of seasonal windows, and of tactical windows for the promotion of specific products; and how to achieve miracles on tight budgets. The book, illustrated with colour photographs, should be useful for anyone concerned professionally with retailing, design and visual communication.

Book Information

Hardcover: 192 pages

Publisher: Thames & Hudson (November 1, 1999)

Language: English

ISBN-10: 0500019444

ISBN-13: 978-0500019443

Product Dimensions: 11.7 x 9.6 x 0.9 inches

Shipping Weight: 3 pounds

Average Customer Review: 5.0 out of 5 stars 1 customer review

Best Sellers Rank: #645,059 in Books (See Top 100 in Books) #135 in Books > Arts & Photography > Graphic Design > Commercial > Advertising #1276 in Books > Business & Money > Marketing & Sales > Advertising #1795 in Books > Arts & Photography > Graphic Design > Techniques

Customer Reviews

The display's the thing in this sleek photo album by a former window dresser of London's legendary Harrods and Harvey Nichols department stores. -- Entertainment Weekly, Clarissa Cruz, 19 November 1999

Mary Portas spent seven years as Director of Marketing at Harvey Nichols, London, and now runs her own creative marketing organization, Yellow Door. --This text refers to an out of print or unavailable edition of this title.

Good read. Lots of information.

[Download to continue reading...](#)

Windows 10: The Ultimate 2 in 1 User Guide to Microsoft Windows 10 User Guide to Microsoft Windows 10 for Beginners and Advanced Users (tips and tricks, ... Windows, softwares, guide Book 7) Windows: The Art of Retail Display Windows 10: The Best Guide How to Operate New Microsoft Windows 10 (tips and tricks, 2017 user manual, user guide, updated and edited, Windows for beginners) Windows 10: The Best Guide How to Operate New Microsoft Windows 10 (tips and tricks, user manual, user guide, updated and edited, Windows for beginners) Windows 10: The Ultimate 2017 Updated User Guide to Microsoft Windows 10 (2017 updated user guide, tips and tricks, user manual, user guide, Windows 10) Windows 10 Manual and Windows 10 User Guide (Windows 10 Guide for Beginners) Windows 10: User Guide and Manual: Microsoft Windows 10 for Windows Users The Shopping Addiction Remedy: Free Yourself From Retail Therapy Forever By Stopping Your Addiction to Shopping Today (shopping, credit card debt, shopping ... retail therapy, ebay shopping, spending) Visual Merchandising, Third edition: Windows and in-store displays for retail Save America's Windows: Caring for older and historic wood windows. Working Windows: A Guide To The Repair And Restoration Of Wood Windows Windows 10: Complete Beginners Guide To Microsoft WINDOWS 10 (Tips And Tricks, User Manual, 2017 Updated User Guide) Windows Registry Forensics, Second Edition: Advanced Digital Forensic Analysis of the Windows Registry Windows 10: Pros and Cons (Windows 10 for beginners Kindle ebooks Edition Book 2) Microsoft Specialist Guide to Microsoft Windows 10 (Exam 70-697, Configuring Windows Devices) Windows Forensic Analysis Toolkit, Fourth Edition: Advanced Analysis Techniques for Windows 8 Emergency Care and Transportation of the Sick and Injured (Book with Mini-CD-ROM for Windows & Macintosh, Palm/Handspring, Windows CE/Pocket PC, The Art of Retail Buying: An Introduction to Best Practices from the Industry Tiffany Stained Glass Windows: 16 Art Stickers (Dover Art Stickers) Subject to Display: Reframing Race in Contemporary Installation Art (MIT Press)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)