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Windows: The Art of Retail Display

Mary Portas

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Windows: The Art of Retail Display Mary Portas
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.

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