



WITH  
FRAN LEE

# THE PLANNING

## GET OUTSIDE

IT SOUNDS STUPID BUT GO OUTSIDE AND SEE YOUR WINDOW FROM A PASSER-BY PERSPECTIVE.

ASK YOURSELF...

- WHAT STANDS OUT?
- CAN I SEE ENOUGH PRODUCT/MESSAGING?
- WHAT IN THIS WINDOW WILL ENTICE ME/SOMEBODY TO COME IN OR USE OUR SERVICES?
- WHAT MAKES US UNIQUE?
- IS THIS ALIGNED WITH WHO WE ARE?



## OBSERVATION

ACTIVELY OBSERVE WHO IS WALKING PAST YOUR PROPERTY...

ASK YOURSELF...

- WHO IS NOT COMING IN?
- ARE WE MISSING KEY CUSTOMERS?
- DO MORE PEOPLE WALK FROM LEFT TO RIGHT OR RIGHT TO LEFT?

ON AVERAGE YOU HAVE 3 SECONDS TO CAPTURE A PASSER-BY'S ATTENTION... MARK WITH TAPE EYE LEVEL AS THIS IS THE KEY FOCAL POINT...

# YOUR WINDOW DESIGN



## MODERN



YOUR XMAS WINDOW DESIGN WILL PROBABLY FIT INTO ONE OF TWO CATEGORIES - TRADITIONAL OR MODERN THIS SHOULD BE LED BY WHO 'YOU' ARE.

TO UNDERSTAND WHO YOUR CHRISTMAS WINDOW IS FOR AND WHO YOU ARE WANTING TO APPEAL TO IS KEY. LOOK AT THOSE YOU ASPIRE TO BE LIKE AND WHO INSPIRE YOU.

DO YOUR RESEARCH BY FOOT AND ONLINE ON PINTEREST AND INSTAGRAM.

## TRADITIONAL





COLOUR PALETTE

BUDGET

VARYING HEIGHTS  
OF DISPLAY  
FOR INTEREST

THEME

EYE CATCHING

THINK ABOUT

# YOUR WINDOW DESIGN

LIGHTING

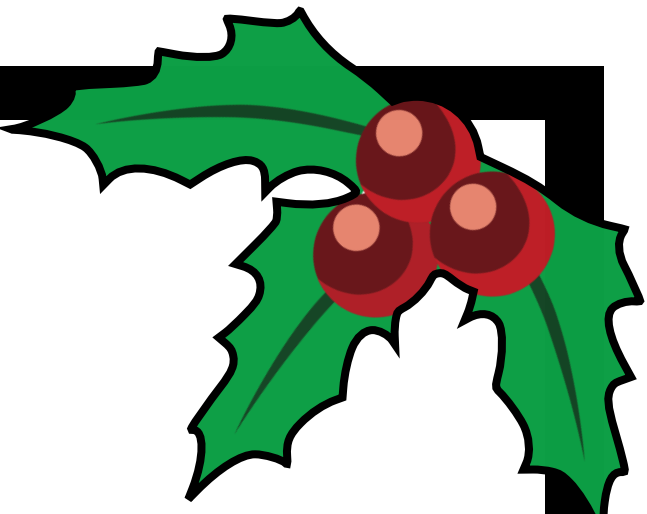
GRAPHICS & MESSAGING

SUSTAINABILITY

PRODUCT PLACEMENT

SOCIAL  
MEDIA

# YOUR WINDOW DESIGN



## COLOUR

CHOOSING A PALETTE IS AN EASY WAY TO GUIDE YOUR DESIGN...

FROM TRADITIONAL COLOUR COMBINATIONS LIKE RED, GREEN AND WHITE TO CONTEMPORARY PASTELS WITH SILVER OR A RAINBOW OF SHADES. A COLOUR PALETTE BRINGS YOUR DESIGN SCHEME TOGETHER.

THE EASIEST COLOUR TO PICK IS JUST ONE COLOUR WITH THEN AN ACCENT COLOUR TO RUN ALONG SIDE IT OR EVEN JUST SHADES OF ONE COLOUR FOR FULL IMPACT.

BELOW ARE SOME IDEAS...



## GRAPHICS



WINDOW GRAPHICS ARE A QUICK AND EASY CHRISTMAS UPDATE!

YOU CAN GET PRINTED WINDOW VINYL WITH ANY DESIGN FROM SIGNAGE COMPANIES BUT I REALLY LIKE THE HAND-DRAWN EFFECT.

IT REALLY IS A LOT SIMPLER THAN YOU THINK! FIND YOUR REFERENCES/INSPIRATION AND USING CHALK PENS OR 'POSCA' PENS FREESTYLE YOUR DESIGN OR YOU CAN PRINT OUT YOUR IMAGES AND JUST TRACE THEM! IF EITHER OF THOSE FEEL TOO COMPLICATED - DOTS, CIRCLES AND STARS ALL WORK JUST AS WELL ADDING TO A CHRISTMAS WINDOW AND ANYONE CAN DO THIS.

JUST DON'T FORGET IF WRITING TEXT TO REVERSE YOUR DESIGN!

## DISPLAY

YOUR DISPLAY NEEDS TO ENCOMPASS THE FESTIVE SPIRIT AS WELL AS THE 'PERSONALITY' OF YOUR BUSINESS.

LOOK AT DIFFERENT LEVELS AND HEIGHTS. SUSPEND ITEMS, USE SHELVING AND RAISED PLATFORMS, MANNEQUINS IN DIFFERENT POSES - MIX IT UP!

GROUP ITEMS IN 3'S AND TRY AND MAKE A 'TRIANGLE' ACROSS THE SMALLER FEATURE AREAS AS WELL AS THE LARGER AREAS.

FROM FAR AWAY A VIEWER 'READS' YOUR WINDOW FROM LEFT TO RIGHT BUT WHEN POSITIONED NEARER THEY ARE DRAWN IN SO TRY AND ACCOMMODATE FOR BOTH.

ENSURE AREAS ARE WELL LIT - COLOURED LIGHTS FOR CHRISTMAS BUT WHITE LIGHT TO SEE.





# FRAN'S TOP TIPS

## NATURAL DECOR



AUTUMN IS THE TIME TO START COLLECTING ITEMS FOR NATURAL DECORATIONS FOR YOUR CHRISTMAS WINDOWS...

LOOK OUT FOR...

PINE CONES: YOU CAN SPRAY THESE ANY COLOUR AND EVEN SPRINKLE WITH GLITTER!

OLD BRANCHES: BRANCHES THAT HAVE FALLEN OFF TREES OR NEED TRIMMING DOWN ARE YOUR FRIENDS. THESE CAN GO IN A VASE WITH BAUBLES HUNG FROM THEM OR SUSPENDED FROM THE CEILING. YOU CAN KEEP BRANCHES IN THEIR NATURAL STATE IF GOING TRADITIONAL OR YOU CAN PAINT THEM! BRING THE BRANCHES IN NOW TO DRY OUT!



LEAVES: DRIED LEAVES LOOK BEAUTIFUL IN A TABLESCAPE, ACROSS SHELVING OR SUSPENDED. REALLY VERSATILE AND FREE THEY CAN BE SPRAY PAINTED OR PAINTED LITERALLY ANY COLOUR! I LOVE TO SPRAY MINE GOLD TO GIVE A LUXE FEEL!!

NEARER XMAS, DRY OUT SLICED ORANGES, TRIM YOUR IVY AND HOLLY AND USE AS FRESH DECORATION IN YOUR DISPLAYS.

## RE-USE AND RECYCLE



SNOW: NEED SNOW? THE MOST SUSTAINABLE EFFECT IS SHREDDED PAPER. VIRTUALLY FREE AND SUSTAINABLE, SHRED OLD NEWSPAPERS AND DOCUMENTS OR COLOURED PAPER, WRAPPING PAPER OR FOIL TO MATCH YOUR COLOUR PALETTE.



HANGING DECOR: TOILET ROLLS CAN BE MADE INTO FLORAL GLITTER DECORATIONS AS SHOWN, ALSO THINK ABOUT THE TRADITIONAL - THEADED POPCORN, BUNTING MADE FROM SHEETS OR OLD CLOTHES, CHANDELIERS FROM WIRE COATHANGERS, PAPER SNOWFLAKES, LANTERNS FROM MILK CARTONS, POM POMS FROM WOOL - PINTEREST HAS A MILLION OPTIONS!



SECONDHAND? LOOK FOR SECONDHAND DECOR FROM SITES LIKE EBAY, GUMTREE AND FACEBOOK MARKETPLACE, THOSE WHO ARE CHANGING THEIR SCHEMES WILL OFTEN SELL THEIR OLD DECOR.

## THEMES



YOU WANT TO DISPLAY YOUR BUSINESS PERSONALITY THROUGH YOUR WINDOW DISPLAY AND A THEME CAN HELP YOU WITH THIS.



COLOUR PALETTE UNITES THE PRODUCTS BUT YOUR THEME OR MOOD SHOWS WHO YOU ARE.

HERE'S A FEW THEME IDEAS:



- NORDIC: NEUTRAL TONES WITH NATURAL MATERIALS, MOSS AND FIR

- KITSCH: MULTI COLOURED, TINSEL, RETRO, VINTAGE AND FUN

- THE HOLLY AND THE IVY - CLASSIC, GREEN, RED, WHITE AND SOME METALLIC



- MINIMAL: SPARSE WITH STRATEGIC FOCAL POINTS, MORE SCULPTURAL IN PRESENTATION.

- MIDNIGHT - MYSTERIOUS, MOODY AND OPULENT, NAVY GOLD, COPPERS WITH LUSCIOUS RICH FOILAGE

# CHRISTMAS WINDOW CHECKLIST



1) OBSERVE: LOOK AT YOUR WINDOW AND OBSERVE WHO IS WALKING PAST.

2) RESEARCH: SEEK INSPIRATION THROUGH PINTEREST, INSTAGRAM AND BY GETTING OUT AND ABOUT.

3) PLAN: WHAT HAVE YOU ALREADY GOT? WHAT DO YOU NEED?

4) TIMING: WHEN IS YOUR STOCK IN FOR XMAS AND WHEN IS A GOOD TIME FOR THE INSTALL?  
(HINT, MAY BE GOOD TO COINCIDE WITH THE COMPETITION FINAL)

5) CONNECT & COMMUNICATE: WHAT WILL PULL PEOPLE INSIDE IN ADDITION TO YOUR WONDERFUL OFFER?

6) SHOUT: TELL EVERYONE AND ANYONE ONLINE AND IN REAL LIFE... GET BID INVOLVED!

7) IF YOU GET REALLY STUCK DM ME ON INSTA AND I'LL ALWAYS TRY AND HELP...

8) MOST IMPORTANTLY, HAVE FUN!