

VISUAL CITI

VISUAL TRENDS

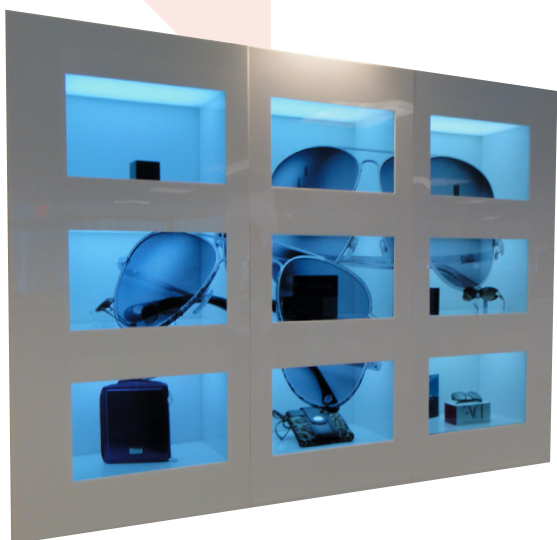
The retail industry is continually faced with the challenges of coming up with new, creative concepts for marketing and showcasing their products.

What are the trends?

How can one window stand out from the rest?

DIGITAL VS PRINT

One of the issues faced on a regular basis is the subject of digital vs. traditional signage. As digital technology is evolving, it is becoming more prominent in retail. With many of the top retailers in the country now trying to incorporate digital signage into their windows, one has to wonder if it can replace traditional signage and window displays. As part of our research, we visited the top retail stores in NYC. What we found is that the stores that incorporated digital into their window display, typically had one window with a digital display and one window with traditional signage and displays.



NATURAL ELEMENTS

What will make your window the most appealing to the customers, out of the many that line the 5th Avenue and 34th Streets of the world. The current trend seems to focus on natural, raw materials. We saw an abundance of wood, rope and paper. These materials used creatively can dress up a window all the while keeping the cost down. For example the current Armani Exchange windows are using paper in a variety of attractive ways. Each window consists of a different design using crinkled, shaped or flowing paper. The use of colored paper in every other window brightens up the windows and is very attractive to the eye.

Both real and faux wood textures are being used in a variety of ways with multiple finishes.

CUSTOM FIXTURES

Our research, as well as seeing a developing trend with our customers, also tells of the increasing importance of custom fixtures. More and more retailers are developing custom fixtures using new materials and methods of production to help their product stand out. These fixtures are manufactured customized to fit the product and brand that they will be displaying.

In our opinion the need for traditional signage and displays will never go away.

For more information on how Visual Citi can help you, please visit www.visualciti.com.

How does a brand keep up with industry trends?



HOLIDAY

SALE