



Window displays at Manhattan Saddlery are created by Broadway designers to help the store better portray an Old New York feel.

## BRINGING THE INSIDE OUT

By Barb Kastens, Editor

**T**he old expression, “you can’t judge a book by its cover” is usually true, but may not be heeded by everyone that passes your store. Manhattan Saddlery in downtown New York has had much success with its window displays, which tell potential customers what they might expect to find inside, both in terms of product offerings and the aesthetic quality that they convey.

The store’s owner, Nick Tsang, is lucky to be able to partner with a local theatrical company to create windows that beautifully represent not only the store, but the city district in which it is located. Not every retailer, however, has access to such resources. If you want to step up your window design, but don’t have the funds or the creative help to get the results you’d like, don’t despair. Following these “tricks of the trade” should help kick your window displays up a notch.

■ **Choose a theme.** Just as Manhattan Saddlery chose foxhunting for its most recent theme, you need to think up a theme for each different window display that you do. Holidays such as the Fourth of July and Halloween are probably the

easiest and most popular.

■ **Less is more.** A cluttered window can blur the message you are trying to send, and it may tell a window shopper that a cluttered store awaits them inside. Think simple.

■ **Use the whole window.** Height adds so much to any display. Stacking products, using tall props to display them on or hanging some things from the ceiling adds visual excitement that can’t be missed.

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■ **View from the street.** As you’re working on your windows, go outside often and view your progress from the street. Keep tweaking the design, making subtle changes, until you are satisfied that it will speak to passers by.

■ **Change it up.** Even the most beautiful window displays get old after a period of weeks, so change them often to keep them fresh. That particularly applies to seasonal displays, which should be taken down the minute the holiday or season is over.