

December 3rd, 2016

A TOUCH OF CHRISTMAS IN THE CLOCK SHOP

by Linda McKendry

This client had just opened up a new location for her clock business. It was Christmas, one of her top selling seasons, and the budget for decorations and props was nil after all the expenses of the leasehold improvements.

We had a little discussion and decided that the best way to bring in the traditional Christmas flavor, would be to add live poinsettias in key

places and strategically add some artificial evergreen garlands tucked in here and there amongst the mantel and shelf clocks. She could take the flowers home to enjoy over the holidays, so that was a good investment to brighten up her personal Christmas as well. In the case of this large poinsettia on the stand, it was strategically placed at the “back of the aisle” to catch the eye and bring shoppers into the back of the store where there were more products to see.



Beverages were set out on a little tea card that suited the image of her shop and a small mini poinsettia was set there. Again just to give a pop of color and bring the festivity into the store where the shoppers could enjoy a hot cup of apple cider. This was also to appeal to the other senses of the shoppers by adding ‘taste’ and hospitality to the shopping experience. A tray of non-sticky Christmas cookies or gingerbread could have been tucked into the bottom shelf of the cart too.



One of the keys about Christmas décor is that it shouldn't compete with the products. Shoppers still need to be able to make comparisons, and check out the details of the options between different items.

When it comes to distance versus eye level, sometimes the best place to display



Christmas is

above eye level and out of reach. In the case of the cabinet shown that is full of mantel clocks, there was no room for Christmas décor with the products themselves. The artificial garland with the beaded Holiday fruits on top of this showcase is another place where we added a touch of Christmas.

The three things that catch the eye are Light, Contrast, and Movement.

What would have added to this store's Christmas with a little budget would have been

- a. A rotating stand in the front window with two hall clocks back to back in a pool of strong lighting and Christmas décor to add sparkle and more attention.
- b. A large Christmas tree full of decorations and twinkle lights in the front window or visible from outside in the back of the store.
- c. Dense garland with balls, ribbons and lights strung
 - a. along the ceiling at strategic points at the back of the store, and/or
 - b. along the tops of some of the other free standing showcases and shelf fixtures.

This would have impacted shoppers more with an increase of the Christmas trappings... but we did enough to make a difference and the store didn't look like it was indifferent to the Holiday and the Gift Giving Celebration.

It's always wise to start out with less and then add as you feel you need it. I also will step back from time to time and look at the affect from the front door and then let my eye follow the natural traffic flow of shoppers as they browse.

Keep in mind that the first impression is the most important and from the entrance back it can then get more detailed, closer to eye level, or just carry the theme into more places. Do as much as you have time and money over and just let the Christmas spirit come from your heart and service, if it can't

come from a lot of décor! Let your products still be the Christmas STARS that come out to perform their holiday gift giving pleasure!

Check out more VMP Display Ideas in articles at www.todaysdisplays.ca and Christmas Quicknotes for sale at www.todaysdispays.com