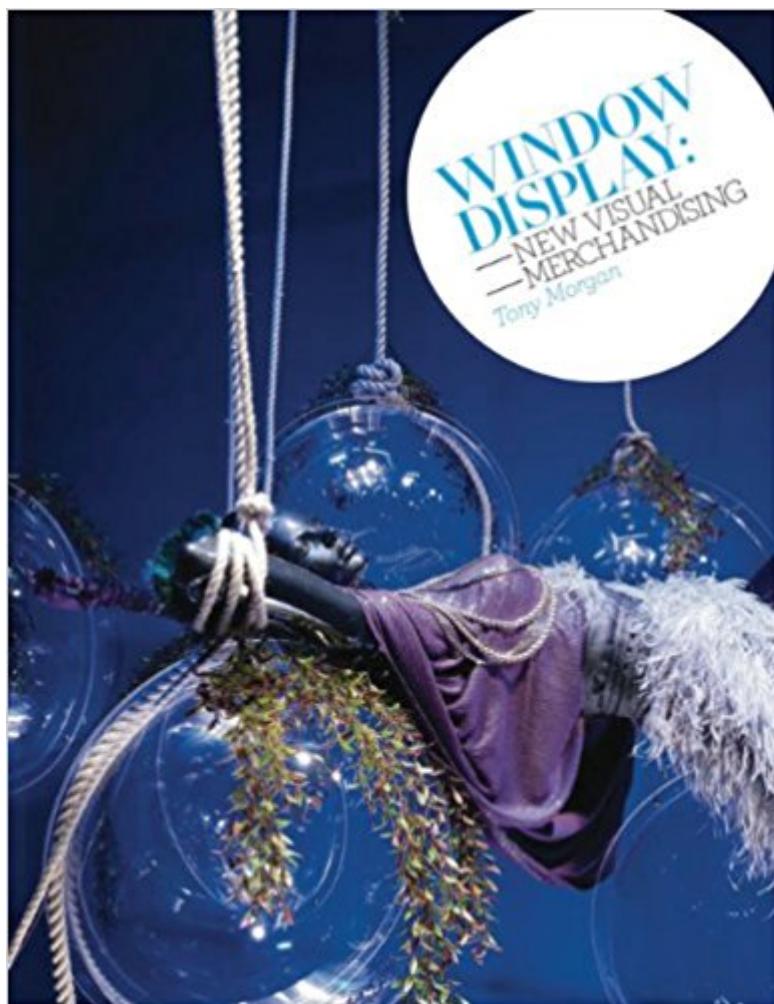


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# Window Display: New Visual Merchandising



## **Synopsis**

A showcase for the world's most eye-catching window displays, this book offers inspiration and guidance to visual merchandisers and retailers, helping them to create windows that not only look good but also help to increase sales. Seven chapters cover key topics for the visual merchandiser, each with a gallery of photographs demonstrating how and why each window is successful. A must for anyone involved in bricks and mortar retail.

## **Book Information**

Paperback: 192 pages

Publisher: Laurence King Publishing (September 29, 2010)

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Average Customer Review: 4.6 out of 5 stars 3 customer reviews

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## **Customer Reviews**

Tony Morgan is head of Visual Merchandising at the Fashion Retail Academy and also teaches at the London College of Fashion. He worked as Creative Manager at Selfridges, London for 18 years, where he travelled the world examining their different store concepts. He is the author of Visual Merchandising: Window and in-store displays for retail.

Very rich book with lots of ideas

Textbook

A must for any visual merchandisers: The windows featured in the book are innovative and inspirational. Morgan talks about the concept and, realisation of how a window can be created to attract the customer and get them to spend, brilliant photography, with a clear narrative running

through the whole book. A great second book from the quirky Brit.

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