

New Normal Christmas Windows 2020

UK retail depends heavily on Christmas sales and this year November and part of December will be a huge challenge. From a Visual Merchandising and Retail Design point of view, window displays will play the most important roll for the physical store this month and it should drive online sales.

Window displays should be installed as soon as possible, that promote products that can be shopped online.

Be obvious about it. Professional or well executed window signage with the QR codes, the online shop URL should all be clearly displayed. Rotate product as least once or week or more and market the updated windows with social media and through blogs (which are important for SEO).

Stay in touch with and visible your customers through social media and use your physical store as your background. Have appointments in store. Make your store your online stage. Live stream it, video and add still shots online and on social media and better yet, have it 360 degree shot with an interactive overlay to make it shop-able <https://www.iseeyouonline.co.uk>

Clearly communicate and display what services are available:

- Click and collect
- Personal appointments
- Live Selling URL
- Online shop URL
- Contact email
- Social media tags so people can shop on Instagram or Facebook

Redesign your Christmas window to be not only festive but also display product in a very online shoppable friendly and easy way.

So the 2 main points are simply:

1. Use the window as a direct online selling tool that clearly calls out how to find the products and more online.
2. Install Christmas windows as soon as possible and make it positive. I see a full-on Christmas decoration trend to counteract the difficult times.

Hopefully the lock down will only be a month, which passes quickly and there will a short window of time before Christmas so start to plan a re-opening day. Through your online efforts, focus on maintaining and building new contacts so you can hit the ground running when the lockdown is finished.

When the stores reopen, have a "bargain corner" in your store to market the stock not sold this past month/months that you really need to clear out as many customers will be looking for bargains. To not cannibalise full price, make sure the rest of the store is very well displayed and merchandised to give added value to those full price items.

This is a hard time for everyone so bring some cheer into your customers lives, and the public in general, even though you may personally feel otherwise. It may also pick you up too!

Make the biggest effort you can muster! Get help to do your window and spend time and invest in it as it is now one of your most important selling tools that should work together with your e-commerce to keep you afloat this critical month of sales.

Please contact Save The High Street or the British Display Society for any advice and to help you through this period.

John Abbate FBDS