

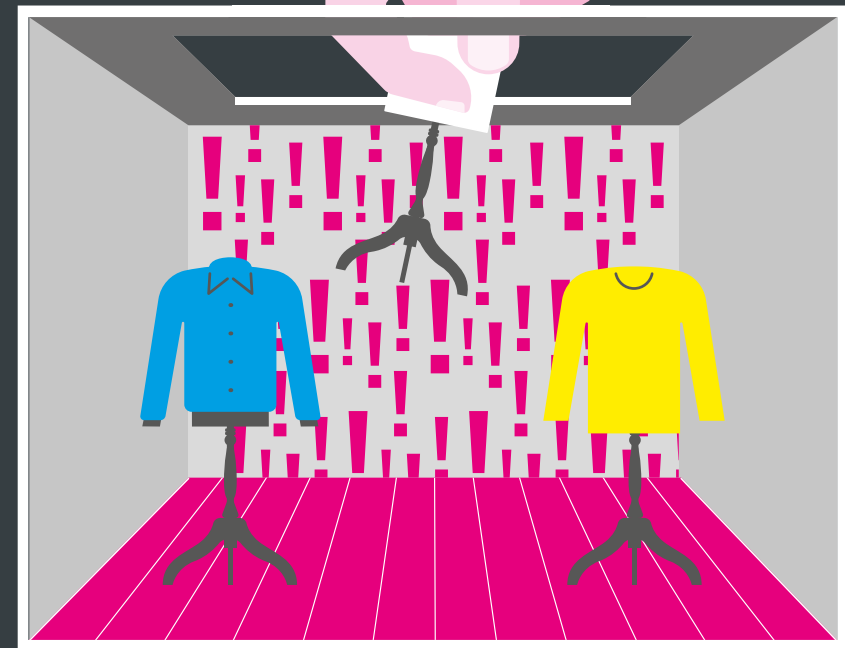


FASHION LONDON

LESSON 9: THE STORE ENVORONMENT

In this session you will:

- ◆ learn different visual display techniques
- ◆ mock up a shop window display in a shoe box.



CAREERS THE STORE ENVIRONMENT IN THE REAL WORLD



DISCOVER: IDENTIFYING VISUAL MERCHANDISING TECHNIQUES

ACTIVITY 9A continued

Identify the layout techniques used in this window.



DISCOVER: IDENTIFYING VISUAL MERCHANDISING TECHNIQUES

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CHRISTOPHER KANE
Picture: courtesy J Baker

DISCOVER: IDENTIFYING VISUAL MERCHANDISING TECHNIQUES

ACTIVITY 9A continued

Identify the layout techniques used in this window.



ISABEL MARANT WINDOW

Picture: courtesy J Baker

DISCOVER: IDENTIFYING VISUAL MERCHANDISING TECHNIQUES

ACTIVITY 9A continued

Identify the layout techniques used in this window.



SELFRIDGES WINDOW
Picture: courtesy J Baker

DISCOVER: IDENTIFYING VISUAL MERCHANDISING TECHNIQUES

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Picture: courtesy J Baker

DISCOVER: IDENTIFYING VISUAL MERCHANDISING TECHNIQUES

ACTIVITY 9A continued

Identify the layout techniques used in this window.



SELFRIDGES WINDOW
Picture: courtesy J Baker

DISCOVER: ANALYSING WINDOW DISPLAYS ACTIVITY 9B

Look at this window and analyse the content:

How many products can you see?

How many props can you see?

Why do you think they use props?



EXPLORE: FIELD TRIP TO REGENT STREET AND LIBERTY ACTIVITY 9C

IMAGE, DRAWING OR DESCRIPTION

Photograph/ draw or describe a minimum of 3 store windows that interest you on Regent Street

REFLECTION

Would the window make you go inside and buy products?

What does the store sell ?

Who is the target customer?

WINDOW 1

EXPLORE: FIELD TRIP TO REGENT STREET AND LIBERTY

ACTIVITY 9C continued

IMAGE, DRAWING OR DESCRIPTION

Photograph/ draw or describe a minimum of 3 store windows that interest you on Regent Street

REFLECTION

Would the window make you go inside and buy products?

What does the store sell ?

Who is the target customer?

WINDOW 2

EXPLORE: FIELD TRIP TO REGENT STREET AND LIBERTY

ACTIVITY 9C continued

IMAGE, DRAWING OR DESCRIPTION

Photograph/ draw or describe a minimum of 3 store windows that interest you on Regent Street

REFLECTION

Would the window make you go inside and buy products?

What does the store sell ?

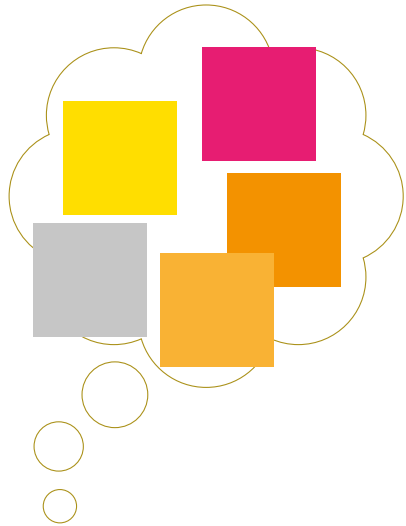
Who is the target customer?

WINDOW 3

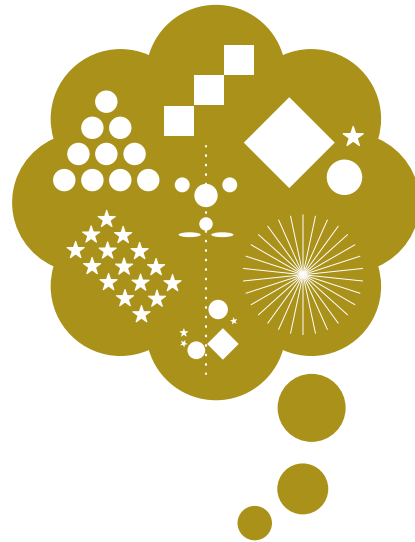
CONNECT: CREATE A 3D DISPLAY

ACTIVITY 9D continued

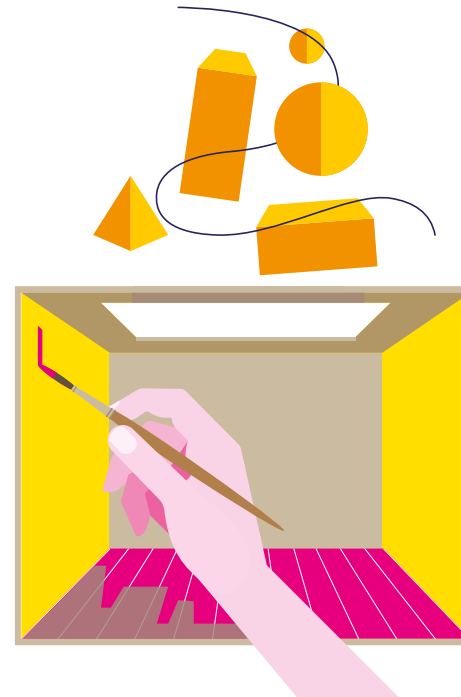
- 1**
Decide on theme and colours



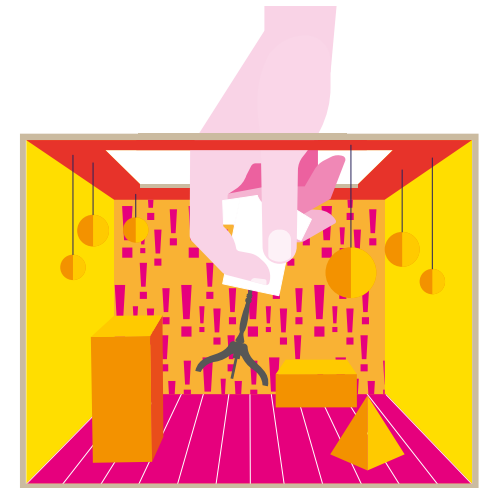
- 2**
Refer to the suggested display methods



- 3**
Create props and paint the inside the box



- 4**
Arrange the props and picture (or model) of the t-shirt/ product.



Note

If you make small holes in the top of the box – props and product can be hung from the ceiling of the box.

Why not try a number of different versions?

CONNECT: CREATE A 2D DISPLAY
ACTIVITY 9D (Alternative)

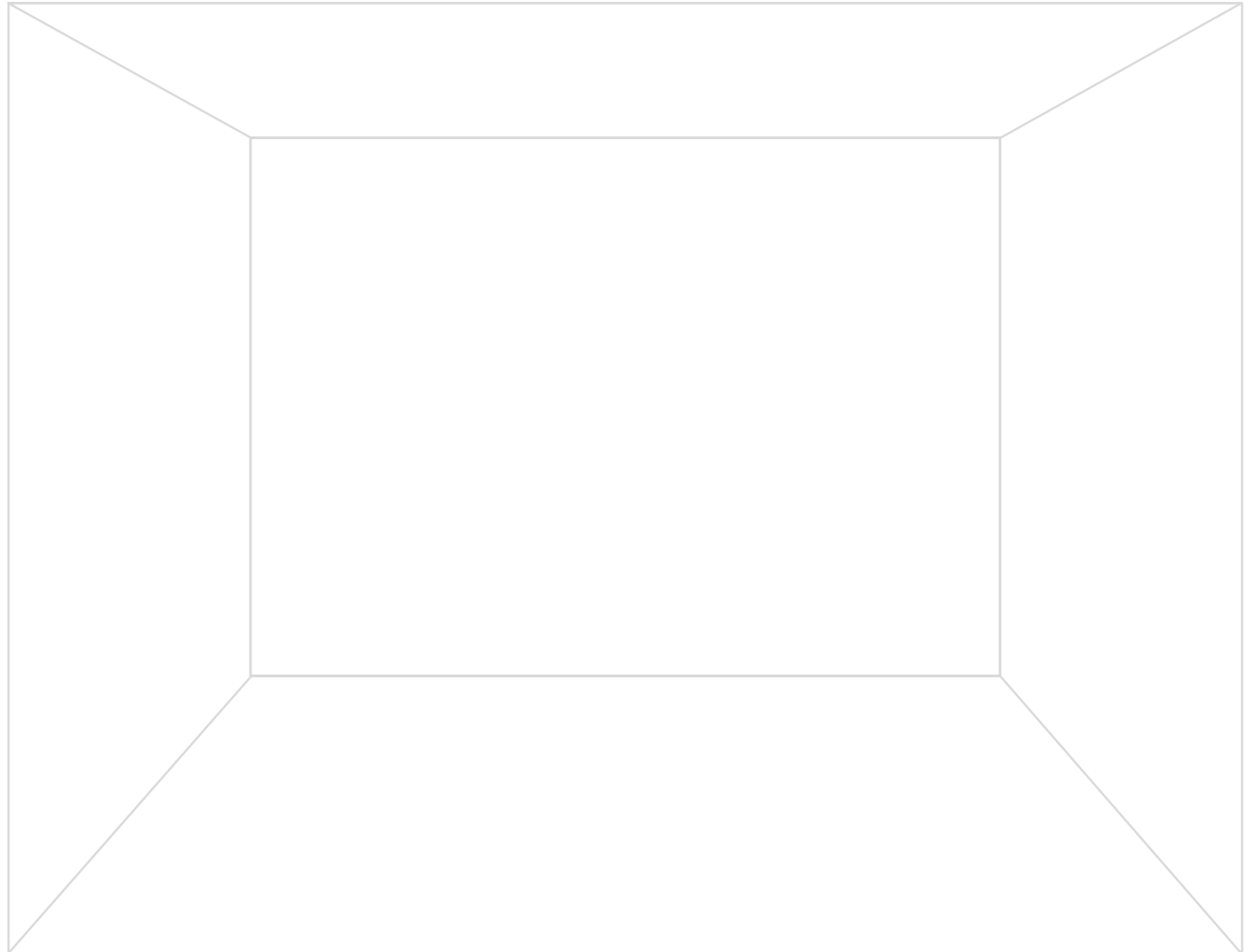
Alternatively, the display could be created in 2D with images and collage.

Use your concept board from Lesson 3 to develop a concept for the window display.

Use a drawing or photograph of your t-shirt/ product from Lesson 5.

Explore dimensions and composition.

Photograph the different stages.



CONNECT: PRESENT, DISCUSS, EVALUATE
ACTIVITY 9E

Present, discuss and evaluate your findings from the field trip and record them here or in your blog.

Present your chosen windows and discuss:

Why you chose the particular windows in your field trip activity?

What made you want to go inside the store?

What does the store sell?

How did the windows you chose on your field trip help you design your own window ?

Findings could be incorporated into your final presentation (see Final Presentation brief page 17)

CONNECT: THE FINAL PRESENTATION ACTIVITY 9F

In the fashion business world, you are often asked to present your ideas to others. Presenting is therefore an important skill to learn.

Your weekly activity in your blog or workbook will help you with your end of nine-lesson session presentation.

TOP TIP

You could create a QR code (this could be used by teachers for assessment)



OPTION 1

At the end of lesson 9:

Present your box to the class in a group or as individuals. You should aim to show how your box relates to:

Brand logo and tagline

Target customer

Visual merchandising techniques and placement of their own product (t-shirt)

You should finish with a statement saying why your brand will be a success.

CONNECT: THE FINAL PRESENTATION
ACTIVITY 9F continued

In the fashion business world, you are often asked to present your ideas to others. Presenting is therefore an important skill to learn.

Your weekly activity in your blog or workbook will help you with your end of nine-lesson session presentation.

TOP TIP

You could create a QR code (this could be used by teachers for assessment)

OPTION 2

At the end of the nine-lesson session:

As part of the final end of session presentation, you will need to include:

Brand name:

Logo

Mission statement:

Outline of target customer:

brand competitors:

Direction of the fashion range – trend:

Cost of the products and product offer (for example: mens, womens, sports):

Press release and photographs

Visual merchandising box

You should finish with a statement saying why your brand will be a success:

CONNECT: PERFORMING AND EVALUATING
ACTIVITY 9G Optional

Discuss the following questions as a whole class or small group, depending on whether you gave or watched a presentation. Answers could be verbal, written on the board, flip chart or in your workbooks.



If you WATCHED the presentation:

Did you enjoy the presentation?

What did you like most about the presentation?

Was the 3D display effective in getting you excited about the brand? Why?

If you GAVE the presentation go to next page

CONNECT: LESSON REFLECTION WORKSHEET ACTIVITY 9H

Reflecting on the lesson will help you better understand what you have learnt. Take time to answer the questions and reflect on your learning experience.

1. What did you learn about visual merchandising?

2. What new skills did you learn?

3. What did you enjoy most?

4. What skills would you like to develop?

HOW WELL DID YOU...



Focus in the class?

How well did you identify different window display shapes?

How well did you work on tasks in class in a group?

How well did you work on the window display box task?