



Oversized, blazing stars in the shop window of Barneys

Holiday Season 2015: glitter and sparkle in the shop windows

A visual merchandising trend report from New York City by Matthias Spanke,
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percent of its annual turnover during pre-Christmas time. Shop windows in the USA and especially those in New York City do not only have traditional background, but in fact they are a very powerful marketing tool. Also in the digital era they do support sale and are a real crowd puller for New Yorkers and tourists of the “Big Apple”.

Every year in November the Holiday windows are installed and every year retailers try to surpass each other. Around Fifth Avenue magical Christmas shop windows transform the midtown district into a wonderland of glittering and blazing decorations.

“Sparkle & Shine”

turns out to be the biggest trend this year. All the surfaces are provided with glitter and sparkle in many different ways. Loud, colorful, and creative – this trend inspires with its variety. Bergdorf Goodman celebrates the 120th anniversary of Swarovski and therefore uses more than seven millions of Swarovski gemstones. From a cave via a treasure in an underwater world, knights and lions, through to a colorful birthday party in a ball room; everything is bejeweled with colored Swarovski gemstones: sparkling! Lord & Taylor make the surfaces of all the decoration elements blaze. There is a lot of dynamic in the windows, on the one hand by moving props and on the other hand by oversized screens with quickly changing images as back panel of the shop window. This trend can also be seen in some shop windows of Macy’s while the Barneys windows

For a lot of people Christmas is the most beautiful time of the year – for Matthias Spanke of visual merchandising agency SPANKE CONSULTING it is also the most important time of the year. He regularly spends pre-Christmas time in New York City and analyses the latest trends regarding Christmas decoration. This

year there were three main trends next to numerous outstanding decoration themes. The three trends are called: “Sparkle & Shine”, “Crystallized”, and “Kaleidoscopic Reflection”.

According to current results of market research American retail generates 25



Countless Swarovski – gemstone ornament the shop windows of Bergdorf Goodman

are really fun: glittering penguins riskily chase through the shop windows on likewise glittering cars.

“Crystallized” lets the shop windows freeze and lets the whole world ice up. This really reminds of the movie “The Day After Tomorrow” by Roland Emmerich where the world is afflicted with a sudden glacial period. In contrast to the movie the implementation in the shop windows brings only good emotions to the observer.

Saks Fifth Avenue presents an ice age version of the greatest wonders of the world: no matter if Coliseum, the Chinese Wall, the frozen Great Barrier Reef or the Eiffel Tower – all of them glitter in a frosty elegance. Barneys turns the shop windows into a cold room. Real ice as a design element is used and is cut into traditional Christmas elements during live-shows.

“Kaleidoscopic Reflection” uses reflective, partly

colored elements, whose arrangement and movement reminds of a kaleidoscope. The shop windows of Louis Vuitton are equipped with mirroring elements the presented goods are framed by circular arranged screens. Bergdorf Goodman presents colored mirror-elements which revolve in the opposite direction.

Next to these trends one can clearly notice that there is an increasing use of extensive screens at the back panels



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Shop window of Barneys (top left) Saks Fifth Avenue (top right), Bergdorf Goodman (bottom left) and Valentino





of the shop windows as a moving design element. Also the use of LED-letterings within the shop window decoration can be observed with increasing frequency. At Valentino for example the whole façade is turned into a sheet of music with lyrics by a huge LED-installation.

In summary it can be said that the visual merchandising trends in New York City are characterized by a lot of joy and variety. Everything sparkles and glitters but remains stylish and valuable.

Photos: SPANKE CONSULTING



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