

FEBRUARY 14 VISUAL MERCHANDISING

WINDOWS



Color Splash

Saturated splashes of color make for impactful window displays.

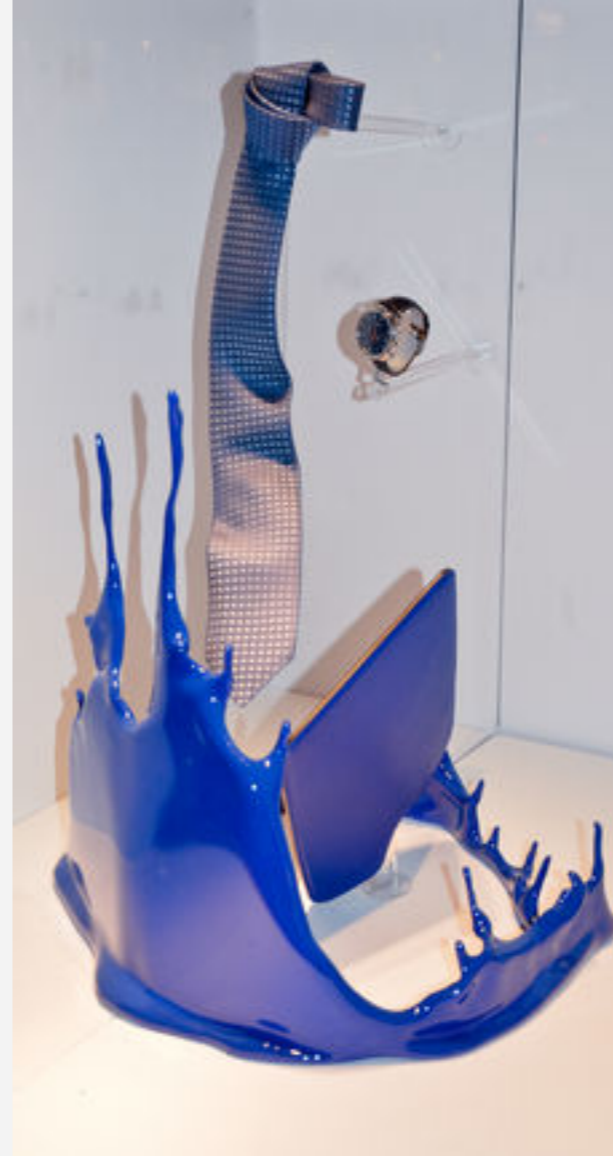
Primary brights pop against all-white backgrounds / Paint “splashes” add motion to vignettes / [Painted selections](#) highlight structural elements



Baby Dior



Lanvin



Hermes



Baby Dior

Vibrant Valentine

Retailers go over the top with bold, sexy Valentine's Day merchandising.

Hearts and lips are key themes in exaggerated, life-size iterations / Cupid's arrows are packed into floral arrangements for a kitschy twist



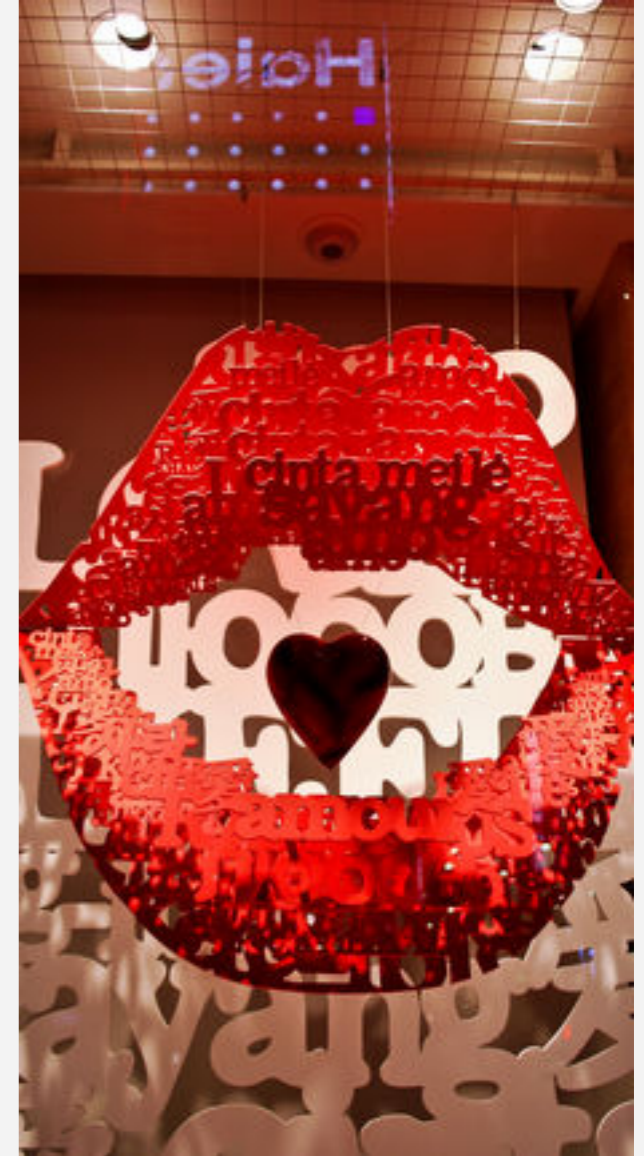
Mitsukoshi



Macy's



Victoria's Secret



Wako

Modern Romantic

Turning toward the softer side of the holiday, retailers opt for a romantic approach to Valentine's Day.

Pale shades of pink uptrend for merchandising as well as [gifts](#) / [Girly themes](#) work well – candy hearts, ballerinas, floral arrangements and fragrance sets



Yamamay



RED Valentino



Ralph Lauren



Macy's

On Sale

Sales continue into the beginning of February, clearing out end-of-year merchandise.

Retailers tie in Valentine's Day with in-store promotions / Colorful displays grab attention in vibrant floral arrangements and decorative hanging tags



Shel'tter



Oasis



Monki



Uniqlo



Tommy

Fendi

Fendi lights up store windows with colorful [neon displays](#).

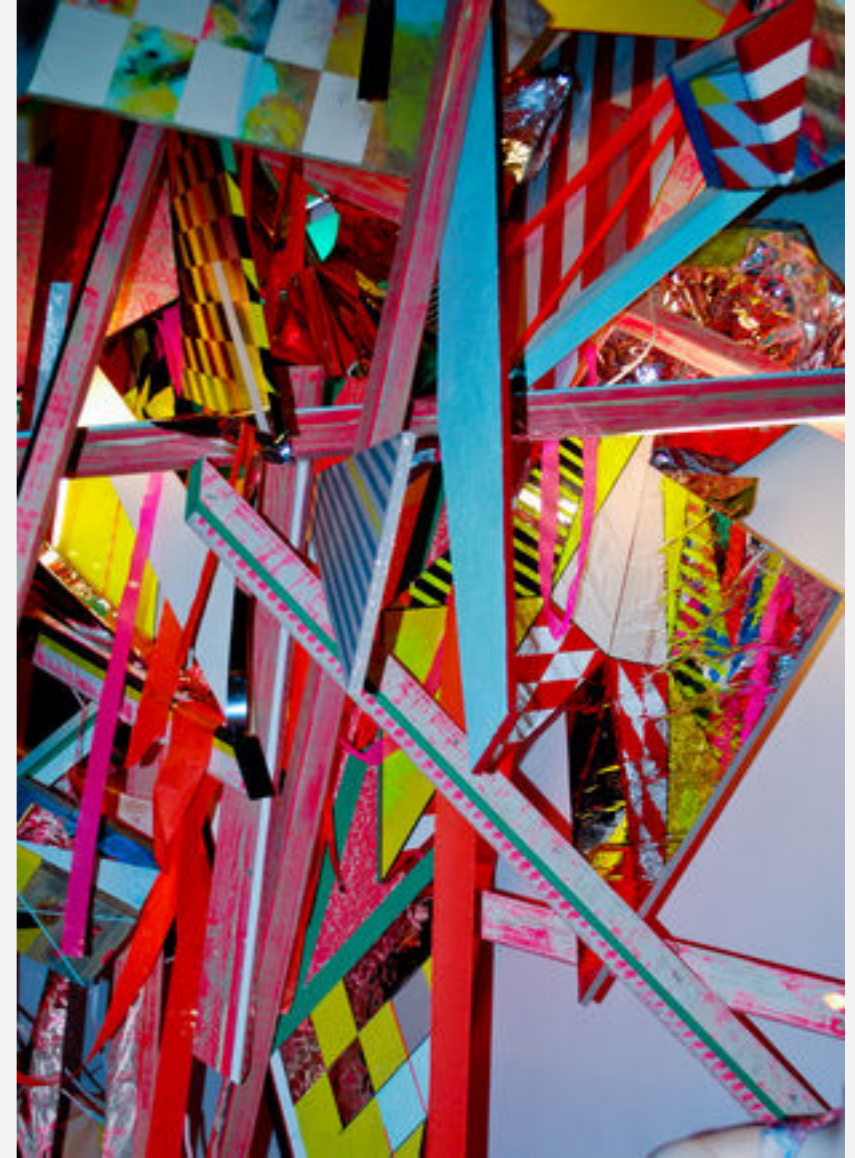
Pastel shades offer newness to fluorescent bulbs / Staggered geometric designs create the illusion of depth in shallow displays



Bergdorf Goodman

Bergdorfs kicked off New York Fashion Week with an installation by Brooklyn-based [Grey Area](#).

[Paint-splattered](#) walls combine with haphazard wooden beams / Collaged photos play backdrop to printed S/S 14 ensembles / Ornate beadwork doubles as wallpaper



Harrods

Harrods celebrates the Chinese New Year with an homage to the Year of The Horse.

Red backdrops reference traditional Chinese colors / Mannequins decked in elaborate headdresses provided by famed milliner Philip Treacy



Harvey Nichols

Harvey Nichols pays homage to fashion education with their February windows.

Life-sized dolls attend school, with each vignette representing a different classroom experience / Miniature versions of the dolls are scattered throughout the display to mimic their larger counterparts

