

Finding Inspiration through Cultural Trends

Team Member Names:

Allison Ferreira

Melanie Robinson



JOHNSON & WALES
UNIVERSITY

You and your partners are on the visual merchandising team for a local department store.

- Your brand image is:
 - Dramatic
 - Current
 - Edgy
 - Exciting
- Your prices are mid to high-end and you target both men and women in their mid-20s to mid-30s
- You sell virtually every type of merchandise
- You were about to begin pulling together the window display for next week, but something fell through and now you need to design something today!
 - Your supervisor told you that the display has to represent something current, that's happening now.
- Your job is to create a powerpoint to show to your supervisor, proposing your new idea for the display.

First you need a theme.

- To find inspiration, each member of your team will pick 2 news sources and browse through them
- Sources include:
 - *New York Times*
 - *Washington Post*
 - *Vogue*
 - *Entertainment Weekly*
 - *In Style*
 - *Cosmopolitan*
- Each member must pick AT LEAST one of these sources and can choose another source of their own
 - A *source* is a website or news organization – the whole thing, like those listed above.
 - The source must publish their own news stories
 - No social media, no retail websites
- No overlap – each of you should be looking at different news sources

What are your sources?

List your sources here:

New York Times

Vogue

Once you've browsed your sources

- On the next slide, make a list of topics you see repeated in articles
 - These topics SHOULD **NOT** BE fashion-related
 - We're looking for general themes
 - Subjects that you see in your news sources over and over again

What recurring topics do you see in your news sources? Identify 4-6

List all the recurring topics you see here:

1. Alone for Valentine's Day
2. Mask mandates and COVID vaccine
3. Rihanna's Pregnancy
4. The Olympics
5. House Hunting

What is one topic that you see consistently that you find the most interesting?

This will be your theme.

Identify your theme:

Single for Valentine's Day

You will be presenting your ideas to your supervisor via a powerpoint.

- On the next slide, write **3-5 sentences or bullets** explaining the **theme**.
 - How is this theme important to the culture right now?
 - Why should your supervisor devote a window display to it?

Theme Explanation

Our theme is all about self-love and embracing living life to the fullest. The theme is important to culture right now because Valentine's Day is right around the corner, so the market is the most focused on that. Also, everything we see about Valentine's Day is more about being in a relationship, but none about loving yourself and being happy during the time that you're single. There should be a window devoted to this theme because many people are shopping for themselves and others for this holiday for wherever they may be going. Having a window to specifically display the merchandise that highlights this holiday will surely drive sales.

What are the articles that referenced the theme?

- List titles/sources here:
 - “In Love, Sometimes You Just Need to Bring the Drama,” Vogue
 - “For Valentine’s Day, Try Being Nice to Yourself,” The New York Times
 - “Romance Him With These Valentine’s Day Gifts Ideas,” Vogue

Now is time to design the display!

- Develop 3 outfits that are related to or are reflective of the theme you picked.
 - Find images of the garments and accessories.
 - Consider color!
- Don't worry about scale. Just put together 3 strong looks for your display. Include all components of the outfit.
- Include the images in your powerpoint to show your ideas to your supervisor.
 - Be sure to label everything so there's no confusion.
- Put each outfit on a different slide.

Outfit 1

Red Corset



Red Pumps



High-Waisted Flare Leather Pants

Patterned Blazer



Outfit 2



Blue Thorned-Heart
Dress Shirt



Black Wool Dress Pants



Black Leather Dress Shoe

Outfit 3



Red Flowy Dress



Clear Heeled Sandal



White Handbag

Identify at least **3 different non-fashion-related products** that you sell in your store that you want to use in the display to communicate the theme.

- Find images of those products.
- These products should not be apparel, accessories, or other forms of dress (e.g., tattoos) because those are included in the outfits you just developed.
- These are OTHER products and they need to be different from each other and also related to the theme.
- Add the images to the next slide.

3 different non-related fashion products

- Perfume/Cologne
- Candles
- Face masks



Your supervisor told you that you can buy **mannequins** or **mannequin alternatives** to use in your display

- Visit several of these mannequin manufacturers.
 - www.bernsteindisplay.com
 - www.grener.com
 - www.hindsgaul.com
 - www.new-johnnissen.com
 - www.patinav.com
 - www.rootstein.com
- Do not use a google search or Amazon. Use only these industry sources.
- Look at the options and consider which would best to showcase the garments you've chosen and to reflect your theme.

Include images and sources for your human representations.

Identify the style (e.g., realistic) and type (e.g., leg form) for each.



<https://www.bernsteindisplay.com/retro-/retro-position-7>

Realistic
Full Body



<https://www.bernsteindisplay.com/male-attitude-/attitude-male-position-3>

Realistic
Full Body

<https://www.bernsteindisplay.com/retro-/retro-position-11>



Realistic
Full Body

You also have a budget for **props**.

- Identify 3 props that you think would help you communicate your theme.

Sofa

Heart Shaped Rug

Rose pedals

- Find images of those props.
- Add those images to the next slide.

Props



Black sofa

White heart shaped rug



Roses

Below, describe the display in 3-5 bullets or sentences. How are all of your display components arranged? How does your display reflect the theme?

The patterned blazer outfit and the blue dress shirt outfit are standing off to the left. The more formal dress is off to the right in the sitting pose on the couch. The display represents the sexy, red feeling associated with Valentine's day. The man dressed in blue represents a more gloomy take on spending Valentine's day single.