

Visual Analysis Report: John Lewis 2013 Christmas Window Display

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Abstract: It can be argued that visual merchandising is one of the key promotion instruments. Moreover, as a type of visual merchandising, window display may have great impact to the potential customers' buying decisions. This can be supported by Sen, Block and Chandran(2002), they stated that 'consumers' decision to patronize a particular store may be based on information obtained from its windows regarding overall image and range of merchandise.' It can be said that, Christmas is one of the most important promotion time for department stores. Arguably, In Last Christmas, John Lewis' showcase has obtained the public's praise. Therefore, this report will analyze John Lewis 2013 Christmas window display.

Keywords: Window Display; Advertisement; Visual Merchandising Strategy

Introduction

Along with the rapid development of the retail industry, the department store has become an important era in individuals' daily life. However, how to attract more customers has become the victor in the fierce competition. It seems that window display is one of the important merchandising strategies. It can be supported by Joshi(2013), people always regard store window displays as a important tool which strengthens retailers' communication and visual merchandising strategy. Before enter into the store, consumers will see the store window no matter they are intentionally or unintentionally. Therefore, the display of the window has an important influence on consumer buying emotion. The function of window display is to highlight the characteristics of products, and let consumers feel beauty, comfort and look forward to have the product. Good window display can not only introduce merchandises, induce the consumer, promote consumptions, but also can be the artwork of the store to attract the potential customers who passing by. It seems that every festival is the time that the huge competition of window display between each store will be held. Therefore, in this essay, I will identify the 2013 Christmas window display of John Lewis which has received numerous acclaim.

1. Background of modern window display

The development of display activity is closely connected with the history of human civilization. Display activity appeared with the need of information transmission. Individuals express some objects, things, ideas, and desires to others through a particular form can be seemed as display. Display activities have been developed from the simple form in the early time to a kind of organized activities with clearly goal, use multidisciplinary to diffuse and penetrate into every aspect of peoples' social life. As a part of commercial display, window display also has some big change. This can be supported by Dahlgren(2010), he found that before 1900s, the function of light used in shops was not decoration, but illumination. However, modern window display is very diverse, some use two dimensional giant graphic posters, and some are the photoelectric art by using the science technology of optics and electronics. Even more, some window display using real model give a performance in the set window scene. Through the window display space's transform from static to dynamic, the store can attract more attention from the passer. For example, figure 1.0 is the window display of a real model wearing a bra from Elomi Lingerie at Debenhams Manchester. It can be noticed that many passer are attracted by the 'live window'.



Figure 1.0 Elomi Lingerie window display,2012

2. Inferred information of John Lewis window display

With the development of society, the design of the modern window display not only focus on the performance of commodity's charm appeal, but also seek to increase the indirect expression of the broader and deeper humanistic care or artistic style. Nowadays, due to the enterprises social responsibility has continuously strengthened, window display can transform the information of some abstract sense, such as social solicitude, the change of season, culture and festival. For example, the Christmas window display of John Lewis 2013. It is known that John Lewis is one of the largest comprehensive shopping centers in London, United Kingdom. Since their foundation in 1864, they have run their business for 150 years with high performance. Every year John Lewis will create a unique Christmas advertisement which can deeply touched the heart of a large amount of people, and this was continued to last Christmas. The John Lewis Christmas campaign of last year still used the company called Adam& EveDDB as the creator. They created an animation short film about a forest story "the bear and rabbit" to cherish the memory of their childhood Christmas. The theme of the story is that find a perfect gift for someone you care about, give them an unforgettable Christmas.



Figure 2.0 John Lewis 2013Christmas advertisement (2013)

Since this advertisement was presented, it has received a lot of good notices. This can be proved by the number of 'likes' on their YouTube video. In addition, John Lewis employ an artist named Billie Achilleos to design and created the window display to reproduce the scene of the carton advertisement by using more than 7000 kinds of products. It seems that this is an ingenious way to create windows that are all about the product, but in a very creative way. As Fontanilla and Boubeta(2010) said that 'In order to make the content expressed in the window stick in the memory it is necessary to repeat information. In this way the receiver can recognize and accept the message more easily.' That is to say when John Lewis window display use the same theme as their famous advertisement the viewer can recognize the information and be attracted more easily. Though their window display, it can be safely inferred that John Lewis is a company with great social responsibility, warm and inviting service and creativity.



Figure3.0 John Lewis Christmas window display(2013)



Figure4.0 John Lewis Christmas window display(2013)



Figure5.0 John Lewis Christmas window display(2013)



Figure6.0 John Lewis Christmas window display(2013)



Figure7.0 John Lewis Christmas window display(2013)

3. The type of john Lewis window display (general)

Generally, store display can be divided into two main types which are merchandise-focused displays and artistic displays. Oh and Petrie (2012) explained that merchandise-focused displays use certain messages to improve the understanding of goods itself, which would impact consumers' decisions of entering the store. For example, figure 8.0 is John Lewis 2010 Christmas display. Although it seems that there is a theme in this window, but it is easy to notice that the characteristics of commodities are the main information which the company wants viewers to receive.



Figure8.0 John Lewis Christmas window display(2010)

In contrast, Oh and Petrie (2012) also illustrated that artistic displays use abstract elements to increase potential consumer's

curiosity then entering into store. As figure3.0-6.0 shown, It can be noticed that expecting the snow background, all animal characters were made by various products. Therefore, to some extent, John Lewis window display is merchandise-focused displays. However, it must be admitted that every part of this display is an artistic creation. Moreover, it can be seen as a beautiful paint from every angle. In summary, John Lewis 2013 Christmas display is a commendable integration of merchandise-focused displays and artistic displays. On one hand, it perfectly showed the feature of each product. On the other hand, its artistry and enjoyment has enhanced the curiosity of prospective customers. Seemingly, there is an interesting interaction between the viewer and John Lewis when the viewer try to find out each animal was made by which product. This may leads to the increasing entrance of potential consumers. This can be supported by Oh and Petrie (2012), they stated that success artistic window displays through effectively communicate store and brand image to catch shoppers' eyes and stimulate their curiosity and interest. It is the unique skill of stores which can let people enter into.

4. The type of john Lewis window display (detail)

Arguably, there are five main kinds of window display when it is subdivided. Firstly, comprehensive display, which is a combination of many irrelevant products. Secondly, systematic display, it is a type of display that combined exhibit the products with same or similar category, performance, materials, usage and other factors. Thirdly is thematic display. It is a display tape which base on an advertisement theme or centre on a particular thing to organized different types of commodities in the window. Moreover, it can be subdivided into festival display, event display and scene display. Fourthly, specific display. It refers to use different artistic expression and the processing method to highlight one product. For example, figure 9.0 is a display using the balloon scene set the Louis Vuitton bag off.



Figure 9.0 Louis Vuitton 'hot air balloons' window display (2013)

Lastly, seasonal window display. As the word seasonal meaning, in this type of display, the product which will be put in the window must conform to the season. For instance, in the late spring and early summer, many of the department stores will put some sandals, swimwear and straw hats in their window. Through previous explanations of diverse showcase display, it can be safely said that John Lewis 2013 window display belongs to systematic display and thematic display. This is because it has used different products from same category-household to make a forest story theme Christmas window.

5. Conclusion

Through the researches and analyses above, it can be safely concluded that window display has closely relationship with the customer purchase behavior. With the development of the economy and technology, the method and function of modern window design also have some huge changes. The reason why John Lewis 2013 Christmas window display had been succeed not only it located in the most prosperous shopping era of London, but also its brilliant creativity for the window which has fully demonstrate the

characteristics of their products. At the same time, the curiosity of potential customers aroused by stores also cannot be ignored. In addition, their window not only reflects the store's social responsibility, but also gives the viewer a warm heart feeling. These have narrowed the psychology distance between the viewer and the company.

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