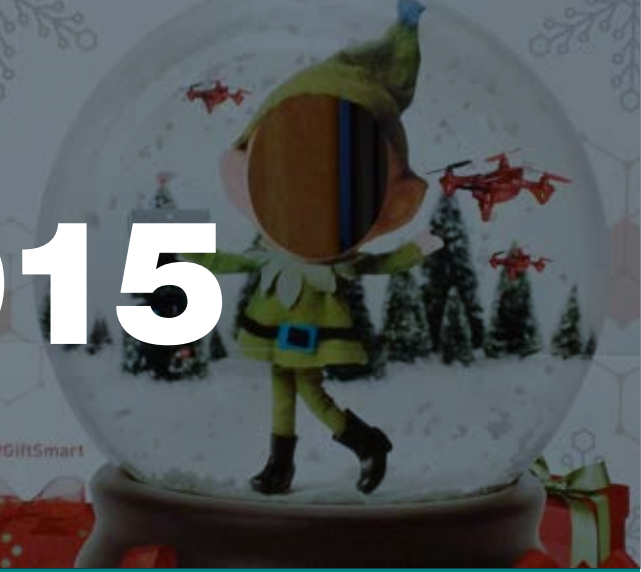




HOLIDAY LOOKBOOK



2015





***“This year more than
ever, versatility is key.”***



2014 2015

Trend Review Trend Preview

The unveiling of retail graphics for the holiday season is an anticipated event. Blogs and websites as well as other media are dedicated to the most majestic, the most fabulous, the most over the top. The sense of delight retailers provide adds to the magic of the season. This guide will showcase some of the best displays we saw in 2014, identify the trends present in 2014, and elaborate on which trends are moving forward to 2015.

Trend spotting is getting harder. There was a time when it was easy to identify a set of clearly defined palettes, prints and products that were updated each season, making a neat progression from the design studios onto the high street. There are still trends, if you look carefully enough, but they're more fluid than ever – suggestions and themes, rather than strict rules. This year more than ever, versatility is key. Reinterpreting classics and blending trends...will help ensure you hit the right notes by creating a look that's unique to you.

Rim Hamburgh, The National

WHAT'S TRENDING NOW?

Our research took us around the globe, seeking the best of the best 2014 holiday trends in Europe, Asia and the Americas. We looked for 2015 inspiration in these trend-forward disciplines: couture, cinema and interiors.

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Lifestyle
Photo: C2 Imaging

2014 Trend Review

Elaborate, Theatrical, Beautiful

Many stores utilized partnerships with celebrities for their displays. Baz Luhrmen's scenes at Barney's were one noteworthy example. With music, lights and motion these displays were works of art. Swarovski worked with designer Stuart Henry for their fantastic display. Printemps in France partnered with Burberry and other brands to create unique sets. Then they partnered with Kate Moss and Cara Delevingne for the unveiling of the windows at an elaborate ceremony.



Cyrillus
Photo: tomishdesign.tumblr.com



Bath & Body Works
Photo: xxmioxx.blogspot.com

Classic Christmas

So dramatic, yet so classic! Expected holiday elements were used in unexpected ways to put a new spin on an old standby.

- Selfridges
- Fendi
- Dior



Paper Source
Photo: blog.papersource.com



Photo: aphineidea.blogspot

Natural Wonders

Natural wonders was all about bringing the outdoors experience indoors. A fun and fresh approach to using whimsical creatures like butterflies, dragonflies, birds, peacocks, owls & natural habitats.

- Barney's
- West Elm
- Harrod's UK



Aishti
Photo: [Photo: retaildesignblog.net](http://retaildesignblog.net)

Neons

Bright Colors and bright lights took over the scene! Neon lights brought windows to life in a loud and theatrical way.

- Bergdorf Goodman
- Ann Taylor
- Carousel Ireland



Photo: <http://hdw.eweb4.com>

Paper Props

Windows really come to life through these displays of intricate works of art that are laser cut, hand cut, or hand drawn.

- Henri Bendel
- Anthropologie
- Tiffanys



Bergdorf Goodman
Photo: blog.bergdorfgoodman.com



Henri Bendel
Photo: www.retail-week.com

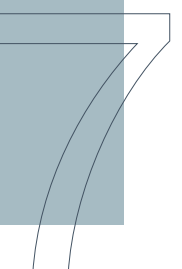


Joseph Fashion
Photo: harlequin-design.com

Geometrical

Geometric patterns & shapes were all the rage! From bright and fun to minimalistic and chic, windows took 'shape' in many ways.

- Joseph's
- J. Crew
- Marks & Spencer



2015

Trend Preview

Fashion and interior trends are on runways, trunk shows and expos far before we see them grace the real world. With this look into 'what's next' we get a sneak preview into what will be hot for 2015 holiday themes. Some of the trends from 2014 have evolved and lived on, becoming more beautiful versions of themselves. We are also seeing the world of retail take on a life of it's own, speaking it's own unique language with scale, diecuts, and creativity to enhance audience engagement.



Lladro
Photo: C2 Imaging

Black & White

Nothing says chic quite like black and white. They work together to create an elegant, sophisticated, balanced & clean feel.



Ugg
Photo: C2 Imaging

Fairytale Woodlands

It's easy to be left in awe at the majestic beauty of nature. From the vast array of wildlife to never ending habitats, it's no wonder these elements are finding their way into displays.



Chanel
Photo: C2 Imaging

Story Engagement

Fantasy and reality are coming together. Smart phones are letting shoppers engage and become a part of retail in a way precededent only by fiction and fantasy in futuristic movies.



Ugg
Photo: C2 Imaging



Carlo Pazolini
Photo: dilekdesigns.com

Dimensional & Diecut

Retailers will pop-off and standout from the ordinary by incorporating dimensional or diecut pieces.



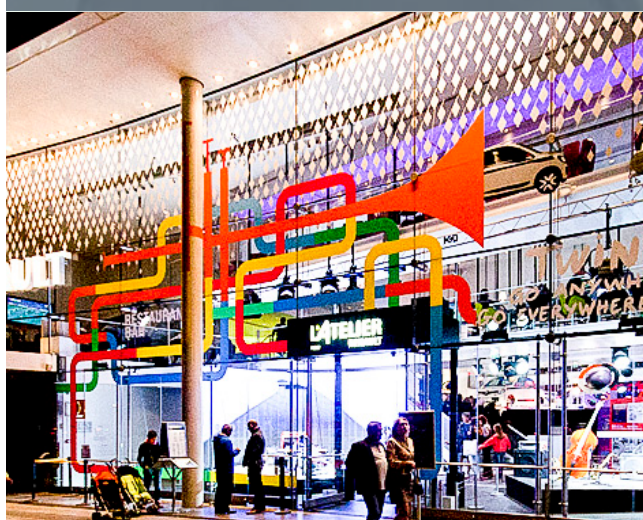
John Lewis' "Monte the Penguin"
Photo: fastcocreate.com



Bath & Body Works
Photo: C2 Imaging

Red, Green & Bright

The traditional palette of the season is amplified with the addition of bright colors. Red and green are sharing the spotlight with bright blues, limes and even pinks.



Renault
Photo: retaildesignblog.net



Holts
Photo: C2 Imaging

Larger than Life

Retail gives the opportunity to go big! Oversized elements are fun and always attract attention.



Burberry
Photo: C2 Imaging



???
Photo: C2 Imaging

01

Black & White

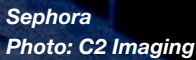
Classic is always in style

Moving beyond traditional holiday palettes for black and white is a fresh way to modernize your seasonal look. Whether mixed with photography or used graphically, this is a fun way to make merchandise pop.





Lladro
Photo: C2 Imaging



Black & White cont.





02

Dimensional & Diecut

Stand apart by standing out

Whether intricate vinyl on windows, multi-layered foam core scenes or routed PETG signage, cut shapes are getting layered in displays everywhere. These versatile and hard working displays provide a custom, high-end effect and are a perfect way to show off product and messaging.



Hus Hem
Photo: blog.designideas.net



Valentino
Photo: retaildesignblog.net



Tiffany & Co
Photo: thebwd.com



Lewis Martin Jewelers
Photo: C2 Imaging

Dimensional & Diecut cont.



Photo: C2 Imaging



Valentino
Photo: retaildesignblog.net



Target
Photo: C2 Imaging



Sur La Table
Photo: crpkg.com



Disney Store
Photo: C2 Imaging



The Container store
Photo: C2 Imaging



03

Red, Green & Bright

Tradition with a Twist

Retailers are having fun with color by taking the traditional holiday palette of red and green and adding unexpected pops of brights. Blues, yellows, spring greens and metallics are fun accents for window vinyl as well as interior signage and displays.



Aishti
Photo: retaildesignblog.net

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Red, Green
& Bright cont.

20



Kohl's
Photo: C2 Imaging



Starbucks
Photo: C2 Imaging



The Container Store
Photo: C2 Imaging



Glade
Photo: popon.net



Photo: C2 Imaging



Pure Design
Photo: blog.designideas.net



Steffl
Photo: retaildesignblog.net

04

Fantasy Woodlands

A majestic escape

2014's natural wonders trend continues and morphs into an even more fantastical, stylized interpretation of the majestic outdoors. Teals, coppers, blues and greens help set the stage for fairytales and fantasy.



Style Council
Photo: stylecouncilnyc.blogspot.com



Fantasy Woodlands cont.



05

Larger Than Life

When bigger is better

Retail offers a unique opportunity to capture peoples attention and imagination with huge, over the top graphics. A dramatically-sized list to Santa, ornaments that are four feet high, giant bows and hand written type that can be seen from across the shopping center...these are a few ways to play scale to your advantage.





Burberry
Photo: C2 Imaging



The Container Store
Photo: C2 Imaging



MAC
Photo: pinterest.com/alicepnyor

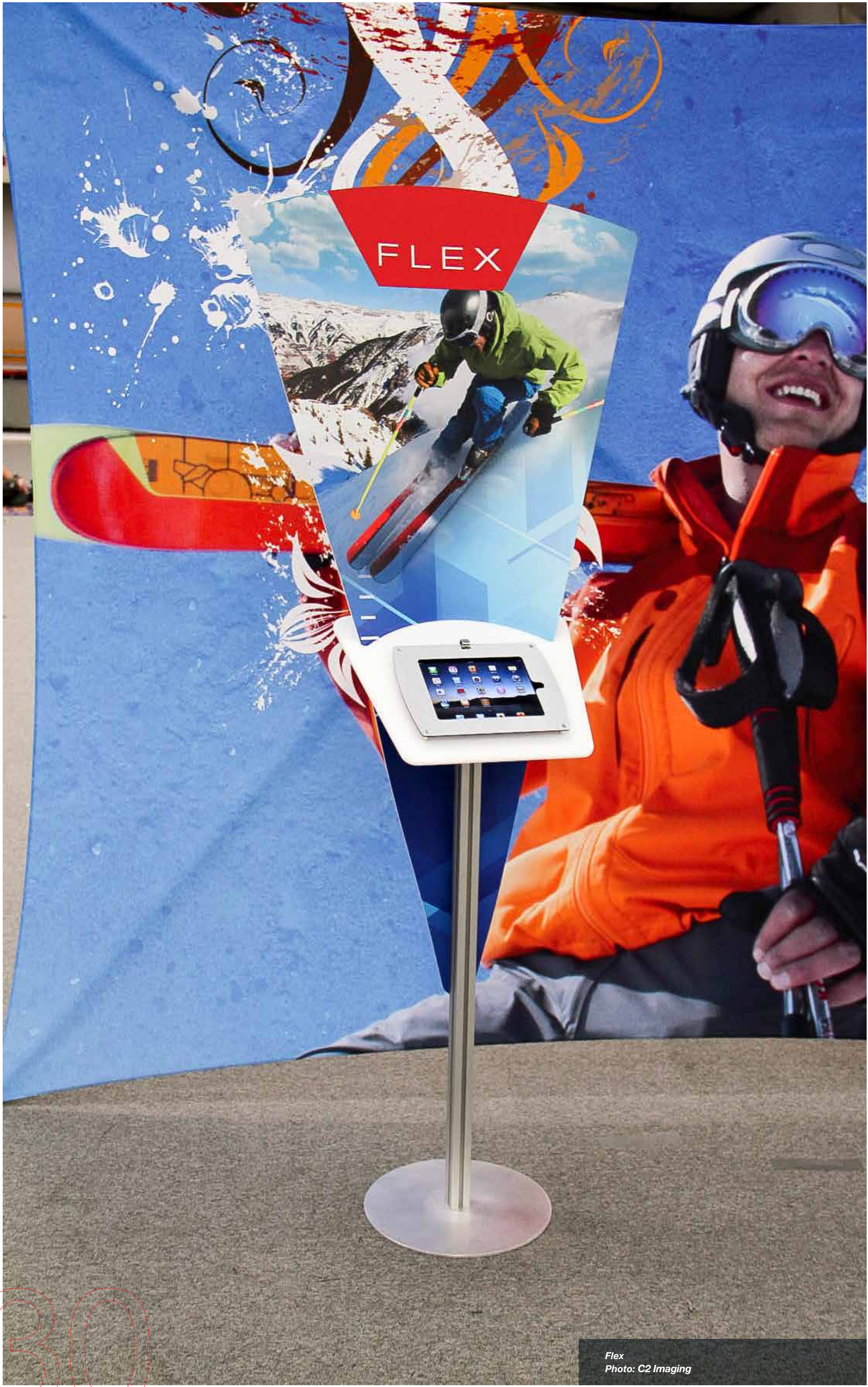


Target
Photo: allanpeters.com



Larger Than Life cont.





Flex
Photo: C2 Imaging

06

Audience Engagement

Helping Shoppers Become Part of the Story

With smart phones, viral sharing and instantaneous updates, the public is becoming more and more attuned to being in the story — even being the story — right here and now. Offering consumers ways to engage — photo ops, hashtags and games — helps your brand be relevant. Monty the Penguin became a huge hit...a fabulous commercial shared repeatedly evolving into games, displays and products. Fendi asked for feedback and responded in their QuTweet program. Vinyl on windows to showcase Twitter handles, QR codes and instructions on how to play. Large cutouts to bring kids into the scene give mom and dad something to post to Facebook.



Audience Engagement cont.





John Lewis' "Monte the Penguin"
Photo: independent.co.uk



John Lewis' "Monte the Penguin"
Photo: independent.co.uk



John Lewis' "Monte the Penguin"
Photo: independent.co.uk

