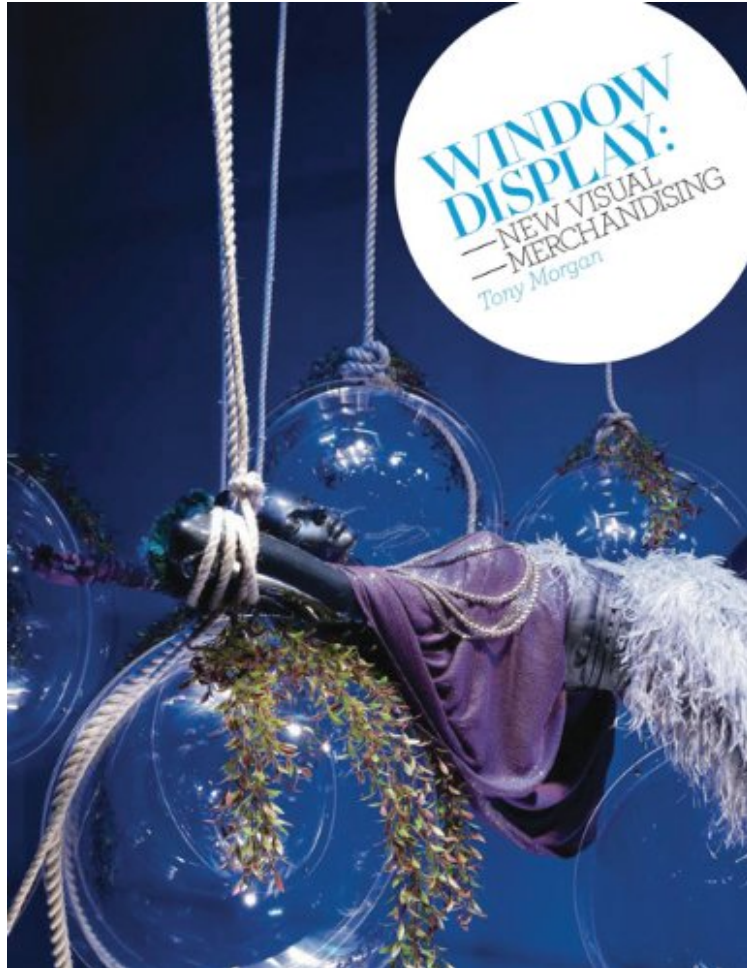


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Window Display: New Visual Merchandising

Tony Morgan

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A showcase for the world's most eye-catching window displays, this book offers inspiration and guidance to visual merchandisers and retailers, helping them to create windows that not only look good but also help to increase sales.

Seven chapters cover key topics for the visual merchandiser, each with a gallery of photographs demonstrating how and why each window is successful. A must for anyone involved in bricks and mortar retail.

About the Author Tony Morgan is head of Visual Merchandising at the Fashion Retail Academy and also teaches at the London College of Fashion. He worked as Creative Manager at Selfridges, London for 18 years, where he travelled the world examining their different store concepts. He is the author of Visual Merchandising: Window and in-store displays for retail.