Student: Margaret Ellis **Class**: Visual Merchandising

Assignment Brief: Look, Compare, Innovate**.**
Projects are graded on creativity, knowledge and presentation skills. This is a hands-on project. Gather images from any source including images from the web, sketches you draw and scan in or pictures you take with a digital camera and assemble them in a Power Point presentation.

Look
- Look at 2 stores that are selling the same style of item (sweater, pants, top, jacket, etc.) in the latest new trend. Gather photographs / images (either take them or find pics on the web) of two store window presentations from each of the stores you pic.

Compare
- Compare the two presentations. Do you notice any differences? Similarities? Describe them during your presentation.

Innovate
- Use those ideas to create a sketch/collage of a new presentation of your own idea, represented in full color.
- Include a *sign* and a *new fixture* (rack, riser, shelving, table, mannequin, etc) as part of your new idea.
- Save in Power Point presentation

Look, Compare and Innovate Project
presented by Margaret Ellis

I chose these examples of window displays from Gap and Old Navy

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Comparison of these two stores

Differences

- Gap has a cleaner approach in general to their windows
- Old Navy tends to use bright colors for everything where as Gap uses earth tones
- Gap's vibe is classic where as Old Navy's is hip and trendy *(even though they are not)
- Old Navy implies value through signage where Gap reinforces cultural connections
- Gap is chill whereas Old Navy is very hype as a result of lighting

Similarities

- Both stores use a very symmetrical look to their windows
- Both use denim as a feature
- Both product mixes seem somehow classic and hip at the same time
- Both use mannequins extensively
- Both stores feature graphics of some kind or another
- Both window displays have a pop art reference in them
- Similar logo treatment *(as a result of being owned by the same parent company)

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Innovate

Overview: As previously highlighted, despite the fact these two stores essentially sell the same type of merchandise, Gap maintains considerably higher price points and a more subdued color pallet. This gives the illusion of more cultural value. Old Navy conversely is all about fun and value and as such their overall visual approach is used to reinforce that.

My presentation idea: My window display idea *(featured on the following slide(s) would combine the cultural pop art aesthetic elements and approach found in both stores. Its intent is to bring some of the fun of Old Navy to the Gap by creating a design contest entitled; The Art of Denim that supports the arts and promotes jeans and Gap's connection to there history.

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Window Description and Inspiration

My window design features a full window size graphic that provides an asymmetrical frame for the mannequin that features the jeans fabricated by Philadelphia pop artist John Stango. This approach will allow the viewer to see the three key elements of this display which are the jeans, Gap logo, and cultural connection with Andy Warhol and invite them to investigate more and find out about the connection to charity, again with the aim to further the Gap brand and its connection to its target market.

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Window display for The Art of Denim at the Gap
(Large Feature Window Format)

"In the future everybody will be famous for fifteen minutes" - Andy Warhol

GAP

The Art of Denim
The Art of Denim explores the connection between art and artist. The jeans featured here were created by local artist John Stango in the pop art style. These unique one of kind designs are only available for October 2012 designed to celebrate arts and humanities month. All proceeds of the sale of the jeans go to The National Endowment of The Arts. For more go to www.gap.com
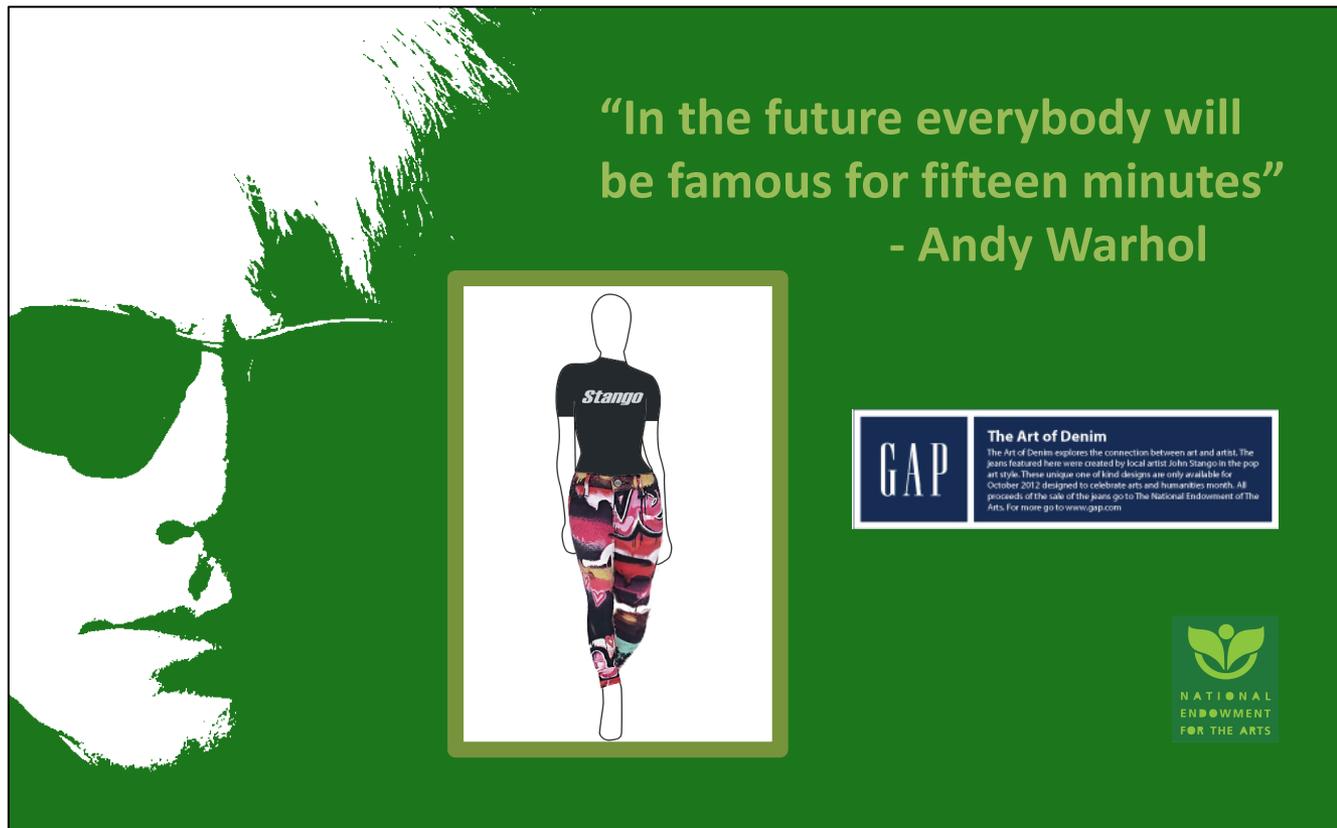
NATIONAL ENDOWMENT FOR THE ARTS

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Window display for The Art of Denim at the Gap
(Small Feature Window Format)