

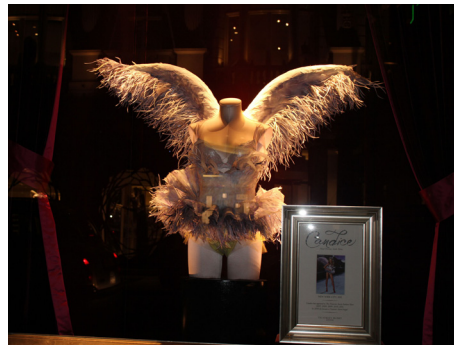
## Themed Window Displays & In-store VM

AGENT PROVOCATEUR,  
LONDON & NEW YORK, 2013



Agent Provocateur tend to have eye-catching, fun and tongue-in-cheek advertising campaigns and windows. The VM for this window ties in with their Spring/Summer 'On the Road' advertising campaign.

VICTORIAS SECRET  
BOND ST, LONDON, 2013



Since entering the UK market with store openings in London and Manchester, Victoria's Secret windows display outfits worn by the Angels for the Victoria's Secret fashion shows.

& OTHER STORIES,  
OXFORD ST, LONDON, 2013



In-store Cross Merchandising appears to be made use of at & Other Stories, with bras presented next to other items such as Beauty, Body and accessory products.

MARKS & SPENCER,  
OXFORD ST. LONDON, 2013



M&S use visual displays in stores to promote offerings. This ranges from colour co-ordinated displays to using props for narrative visual merchandising (shown above with chair and mirror shaped props).

### ANALYSIS

Themed VM is very important in pushing specific lingerie products at seasonal times of the year, as well as in general to capture potential customers attention. To drive gift and treat purchases rather than replacement buying motivations, retailers should ensure that visual merchandising is sensually captivating and alluring, as well as the product offer.