

WINDOW DISPLAY BRIEF



DETAILS REQUIRED	COMMENTS
Brand	
Display Date/Period	
Consumer Insight: understanding of your customer	
Consumer Proposition: Define the collection in brief	
Product USP/Source of Inspiration	
Communication Plan: Other than VM	
Window Locations	
Window Sizes	
In-store VM (any specifications)	
Other Footfall Driver Support Planned	
Stock Arrival Status	
Catg planned Growth/Exptd Biz Impact	
Remarks/Other Details/Any Festive Integration	

Only shaded cells to be filled