

<<橱窗设计 Store Windows>>

图书基本信息

书名：<<橱窗设计 Store Windows 13>>

13位ISBN编号：9781584710264

10位ISBN编号：1584710268

出版时间：2003-11

出版时间：St Martins Pr

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页数：175

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内容概要

Store Windows No.

13 presents new and innovative promotional , seasonal and advertising ideas for all seasons and occasions , and any type of sale.

Inexpensive , easily found or recycled materials frequently make up the most successful displays.

You will see the proof of this statement in the 176 pages filled with 250 full-color photographs of the very best in store window displays.

Learn from the best window designers and display artists that it isn ' t how much money you spend , it is how clever , imaginative and ingenious they are , and how he/she translates those ideas into reality using a modest budget.

Included are examples from department and specialty stores as well as famous brand name and designer shops and boutiques illustrating a wide spectrum of window design solutions that can be easily and inexpensively adapted .

This is a resource book full of idea starters , a constant source of display and merchandising ideas.

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