



Global Brand Shop Windows Design: The Art of Visual Merchandise

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308 pages

Présentation de l'éditeur

Shop Window is the best advertising space for products through visual communication, brand's unique gimmick and cultural messages have been disclosed to the general public, strolling around every corner of the street, shop windows stuffed with variety of products, colourful mix and match, by means of visual communication technic which give birth to an artistic scenario in the city. This book is intending to introduce a pure visualization to readers, covering most trendy cities shop windows design in the world, from United Kingdom, France, Italy, Spain, to China (Hong Kong). Besides, this book is expressed in a visual point of view, where the shooting of photography is more focus in space and details of the shop windows. A very clear vision is shown rather than a theoretically way of tool book reading. Readers can benefit from these features such as colour harmony, lighting design, mannequins and details, special design tools and application.

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