

# Appraisal of Shop Window Design Strategies of Brand Clothing from the Perceptual Perspective

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**Abstract.** it is necessary to consider the audiences' psychology when studying shop window design from perceptual comprehension, selectivity and constancy. Method: reading and sorting out the issues related to display design in audiences' perception research, and making market surveys with specific design methods, taking the users' perceptual needs as the first-hand information of the research, the analysis and research are carried out from then on, and the simulation scheme of the research is drawn up. Conclusion: In the shop window design, the designers not only need to consider the shop window style, exhibits, lighting, props, colors, etc., but also pay special attention to the perceptual needs of the audiences, it is a need to deeply dig the audiences' inner emotions, this kind of design has high requirements and great difficulties, but because of this enterprises can gain advantages in the fierce market competition.

**Keywords:** perceptual psychology, shop window design, user's perception.

## 1. Perception

The sensation and consciousness are collectively called the perception, and sensation is the individual's direct and first response when the sense organs are directly stimulated, stimulation includes all sensory inputs, such as shop window displays, clothing, promotions, brand names, etc. are typical example of stimulus (sensory input), sensory organs is a human organ (such as eyes, ears, nose, mouth, skin, etc.) that receives sensory input. The role of these sense organs is seeing, hearing, smell, taste and touch. For example, when we appreciate a shop window, the sensation provides the shop window scene in sight; the nerve cells in the eyes transmit information to the cerebral cortex cells, the cerebral cortex will extract preliminary features from the input scene information, and all of these organs are called individually or collectively when evaluating most commodities.

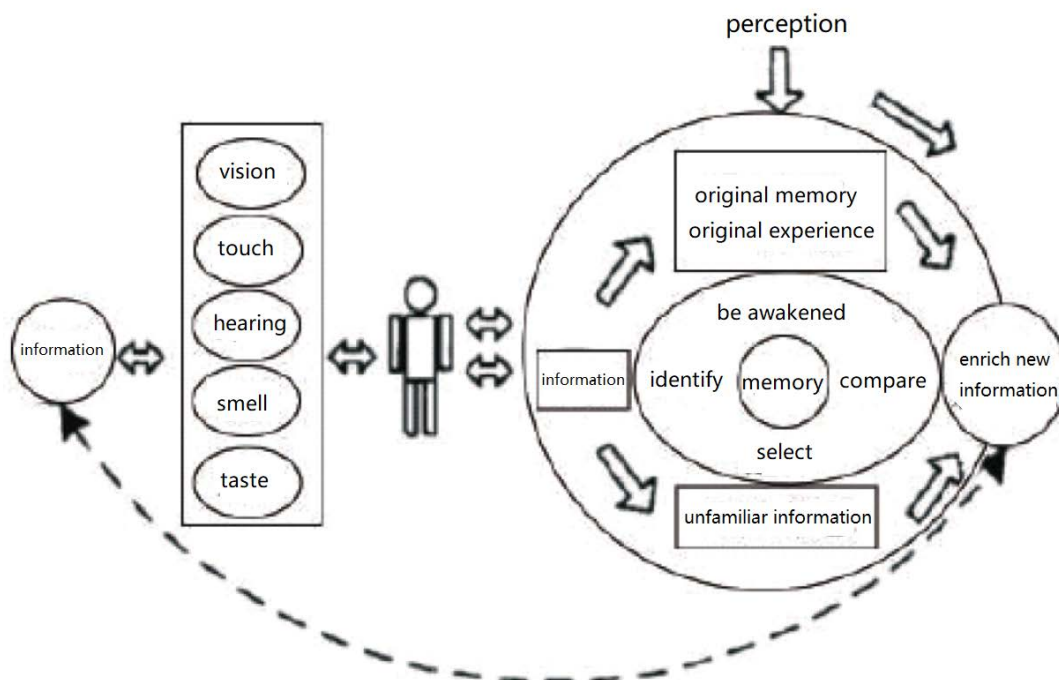


Fig.1 production process of perception

Consciousness is defined as the individual's choice, organization, and understanding of external stimulus, and forms meaningful and interconnected responses to the objective world. For example, objectively, the human visual system will associate the form and color displayed in the shop window with the person's own experience, and psychologically, the social environment of the audiences, personal hobbies, value orientation, etc. have an effect on their own perception.

In general, the process when people perceive new things is the process of receiving and reprocessing information. The audiences receive information through vision, hearing, touch, sound and taste, under the combined effect of many factors such as their social background and knowledge level, the audiences make judge and compare the shop windows through the organization of perception. The audiences determine whether this thing meets its own aesthetic or current needs, when they form a unique impression of the new thing based on their own perception, they can begin to make decisions to decide whether to choose or accept the thing.

## **2. Consciousness**

People usually act and react based on their consciousness rather than based on objective reality. The facts that everyone knows are personal phenomena that are based on individual needs, desires, values, and experiences. Even if two people are placed in the same stimulating environment, they will still appear great difference because their individual needs, values and expectations are different. So facing the same shop window, audiences with different ages, life experiences, work natures and hobbies will show their own preferences and choices, therefore, as far as the shop window designers are concerned, understanding the audiences' consciousness has an extremely important role, good shop window designers will carefully analyze the perceptual needs of the target audiences and try to figure out the perceptions to handle the relationship among the person and the shop window, the shop window and the brand, and the person and the brand.

At present, shop window displays of many brands in our country, which are not clear about their own brand core and positioning, the layout of the shop window is copied from other clothing brands and even placed randomly; such clothing shop windows lack the effectiveness of information, homogeneity is serious and lack sense of beauty. The reason is that the perceptual needs of the target audiences have not been considered, and then shop window cannot be effectively designed to attract the target audiences, based on this situation, the ensuing paragraphs will analyze the perceptual needs of the audiences, design strategies and methods of brand shop windows from the three characteristics: perceptual comprehension, selectivity and constancy.

## **3. Perceptual Understanding and Design Strategies of Shop Windows**

People's understanding is based on people's past experiences, feasible explanations they can imagine, and their motivations in understanding and expectations formed by interest. When the stimulus is vague, individuals will understand it in a direction that can meet their personal needs, desires, interests, etc., conversely, through the audience's understanding of the vague stimulus, we can also figure out their experience and thinking ways.

The form, elements, shapes, colors, and props which shop window display will form some hints to the audiences, and then affect the audiences' choice and judgment, therefore, in order to increase the effectiveness of the brand display, we need to pay attention to the cognitive experience of consumers-stereotype impressions, consumers store pictures with various stimulation meaning in their minds, which are stereotypes. For example, the subtle differences of orange juice color affect taste perception and three different sweetness, charming models are more able to persuade the audiences than singularly plain models, in the image of sunset, the gentle sunset shows the gentle, expensive and colorful texture, while the roadside sunset conveys the non-gentle, non-colored and cheap texture. In the design of shop windows, we must be careful to use the stereotypes with sound or silence, if the designers ignore the brand and the positioning of shop window, it will cause the window to be "fails to express the meaning", or the connotation of the window is shifted, cause the

audiences to misread and misunderstand, these are not good for consumers to understand brand value. On the other hand, using good stereotypes to create themes that are related to the audience's experience and perception, which will be more likely to resonate, for example, the shop window "Fox House" designed by French art studio "zim & zou" for Hermes Barcelona Pg. Gracia store (as show in Fig. 2 and Fig.3)



Fig.2 shop window designed by Hermes Barcelona Pg. Gracia store



Fig.3 shop window designed by Hermes Barcelona Pg. Gracia store

The furniture and props in the shop window are made of origami, leather, and the walls and furniture are decorated with orange and blue patterns, Hermes' accessories are scattered in the "furniture" of the scene, ties and scarves in the drawers and shoes in the corners, the hat on the hook, the brand and the art are integrated in the paper art shop window, which becomes a lively and interesting indoor scene.

The shop windows combine paper art with fairy tale scenes, mobilize the audiences' imagination of handmade and fairy tales in the memory of the audiences, potentially pulling into the connection between the brand and the audiences, "zim & zou" art studio is based on the audiences' knowledge and experience, makes the shop window display scene and the audience have more association and resonance, this kind of ingenious design way which combine audience's understanding and expectation is more likely to impress consumers, improve the brand awareness and loyalty, also make the shop window design can extend the core value of the brand.

#### 4. Perceptual Selectivity and Design Strategies of Shop Windows

People are stimulated by a large amount of information from the outside every day, but people do not deal with all of them, but subconsciously select a small part of the information for further handling, This is the perceptual selectivity, and what kind of stimulation will be selected depends on two factors outside stimulus itself: (1) the past experiences of the audiences affect their expectations (what they want to see, accept, and prepare to do); (2) their motivations at the time (their needs, desires, interests, etc.). Each of these factors above increases or decreases the likelihood that each stimulus will be perceived.

In a certain environment, if the design of the shop window not only meets the psychological expectations, but also meet the motivation at the time, then this kind of stimulation will be recognized and preferred by consumers, how can the design of the shop window achieve the best stimulation effect? When the shop window display can meet the needs of the audiences or conform

to the audiences' motivation, it will be easy to attract their attention, first of all, the key point of the design is conducted based on the attention preference of different gender and age groups, second, it is difficult for human perception to ignore prominent stimuli, when the selected object becomes the subject of perception, the other objects become the background of perception, a "map" and "bottom" relationship is formed. The process of perceptual selectivity is the process of separating the "picture" from the "bottom", in a certain shopping mall environment, if the design of the display window is more unusual, strong, colorful and more changing than other shop windows, when the stimulus is prominent, the other shop window will become "bottom", at this time, this shop window will have a strong appeal to the audience. A good positioning must first meet the long-term value of the brand, and whether it conveys irreplaceable characteristics and attractiveness, the failure of many shop window designs is that the message passed is "me too" and does not show the audience uniqueness over competitors.

## 5. Perceptual Constancy and Design Strategies of Shop Windows

The constancy of perception means that when the sensory information changes within a certain range, the perceptual image remains stable. Many excellent large enterprises hope to establish a valuable brand image, because the audience will categorize and define the brand in their mind according to their own constancy impression, and then make preference selection and purchase. Therefore, many brands make use of the characteristics of consumers' perception constancy to constantly strengthen their brand characteristics and cultural connotation, so that the brand becomes a synonym for a certain type of demand. This is why brands often emphasize their own slogans in various forms of advertising or display, such as Nike's widely-known slogan "Just Do It", a slogan designed in 1988, which is still can be found everywhere today in the shop windows, advertisements, magazines and products of this brand. Therefore, even if the shop window seasons have different themes, different expression methods and modeling elements, the shop windows should reflect the brand's core values and positioning, so that the audiences can perceive the brand's coherent consistent brand value.

However, the audience receives a large number of stimuli every day, and the new stimulus will cover the old stimulus, when the audience has sensory adaptation, how to increase sensory input to stand out in the mall? Designers need to break people's cognitive state, so that the audience's perception is no longer balanced to some extent, this psychological phenomenon that breaks the audiences' perception and is contrary to the audiences' perceptual experience and state is called psychological heterogeneous phenomenon, Excellent shop window usually also uses the variation of things in psychological heterogeneity to design and conceive, the essence of the variation of things is the sudden change of the stimulus itself, the window uses the variation of things widely, for example: the variation of things themselves, the combination of multiple things, perspective variation, proportional variation, and proper use of these variations are usually well presented in the shop window. Such as Hermes silk scarf display window (as shown in Fig.4)



Fig.4 Hermes window

At first glance, it looks like mantas, if we take a closer look, we will find that it is shaped like a silk scarf, this design mimics the familiar animal form with a silk scarf, this kind of use of the

softness and plasticity of the silk scarf generate anti-perceptual experience change, integrates phenomena that are impossible in reality into the shop window is the way in which things change themselves. Namely, the variation in the shape or form of things, this variation is not an irrelevant arbitrary change, but must have a connection between it and the outside, because the premise for the audience forming a valuable and constant impression is based on audience understanding. In this way, the varied shop window design will give the audience new perceptual stimulation, and the expression of the shop window will be more accurate.

## **6. Conclusion**

In general, the shop window display is a communication process, in order to achieve the desired effect; it is necessary to follow a certain propagation law, namely the psychological characteristics and rules of the audience. D shop windows that are designed to follow the perpetual laws are more likely to be accepted, thereby enhancing the appeal of the brand, and even make the audiences feel in the shop window scene, thereby achieving a better information propagation effect.

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