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March 25, 2016

WindowsWear Adding Workshop Options

By Vicki M. Young

WindowsWear is adding a series of workshop options for its clients. A- A A+ PRINT

The three-day workshops take place in Manhattan at its headquarters at 349 Fifth Avenue. The workshops include some classroom study time. The first, its spring session, will occur on May 5 to 7. A summer session is an option from Aug. 4 to 6, as well as a fall option from Oct. 6 to 8. All the sessions are from 10:00 a.m. to 6:00 p.m.

The company said topics of visual merchandising and store design will be covered, along with trends and “cutting-edge” concepts.

Raul Tovar, head of photography, said, “From sketch to the window, attendees will learn every step of the process and, for example, how lighting is key for fashion windows displays.”

WindowsWear keeps an archival collection of select fashion windows and visual displays dating back to 1931. The collection provides retailers, designers, brands and creative professionals with photos for competitive research, inspiration and trend ideas over the years as they look to create visuals for today’s store windows.

The company last month held its 4th Annual Awards celebration, which recognizes the top window displays for 2015 in different categories. Each year WindowsWear showcases more than 25,000 window displays in 10 or more major fashion capitals.

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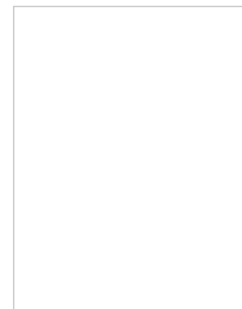
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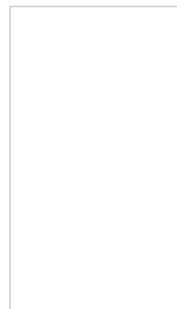
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