

FROM PARIS TO NEW YORK...

WITH CHRISTMAS JUST AROUND THE CORNER, WE MARVEL AT SOME OF THE FESTIVE WINDOW DISPLAYS ADORNING THE STREETS OF PARIS AND NEW YORK.



◀ GALERIES LAFAYETTE

The arctic window displays at Galeries Lafayette on Boulevard Haussmann in Paris recount the epic tale of a family of polar bears who, faced with the relentless melting of the ice caps, journey from the North Pole in search of a new home. The bears have fun playing and dancing around each floor of the store before embarking on their journey back to the North Pole. The scheme is designed to highlight the importance of protecting the polar ice caps.



▲ SAKS FIFTH AVENUE

Jumbo swirl lollipops, whipped cotton candy and mounds of rock candy fill the windows at Saks Fifth Avenue in New York. The holiday windows, entitled Land of 1000 Delights, provide an enchanting landscape of colourful candy and festive fashion. The scheme appears in all 41 stores across the US and Canada.





< MACY'S

The Christmas 2016 windows at Macy's Herald Square in New York celebrate the spirit of the season and pay tribute to nine years of the department store's 'Believe' campaign - a letter writing drive that raises funds for children's charity Make-A-Wish. Created by Roya Sullivan, award-winning designer and Macy's national director of window presentation, the displays combine the wonder of modern technology with stunning visual elements and an extra dose of holiday nostalgia as they bring six key holiday themes to life - Believe. Celebrate. Together. Giving. Love and Magic.

> PRINTEMPS

American actress Uma Thurman unveiled the 'Christmas Dream at Printemps' window displays on behalf of luxury footwear brand Jimmy Choo, which has partnered with the Paris department store for the 2016 scheme. The windows tell the story of a magical and enchanting journey of two sleeping children suddenly waking up in their dream, right in the heart of the department store. Each window display presents a magical tableau of one of the stages of this dreamlike voyage, featuring adorable characters that have been designed and produced in collaboration with the three major partner brands: Jimmy Choo, David Yurman and Bonpoint.



< V BARNEYS

Barneys New York partnered with a number of artists to create inventive interpretations of love, peace and joy themes in the windows of its two flagship locations. Entitled 'Love Peace Joy Project', the windows encompass the core aesthetic of each respective artist as the base, but then add another level of innovation that is unique to the Barneys New York partnership. 'Our intention was to take the theme of Love Peace Joy and filter it through the eyes of five extraordinary, creative people,' says creative director, Dennis Freedman. It is the fourth year that Christie Digital has collaborated with the store on its window displays, helping to bring the creative concepts to life with advanced visual technology.





^ V BLOOMINGDALE'S

Bloomingdale's New York has partnered with a group of dynamic visual artists for its Christmas 2016 windows. Inspired by this year's holiday campaign theme, 'light', the artists were each challenged to create a one-of-a-kind chandelier that embodies their artistic expression of the word 'light'. The eight chandeliers will be auctioned off to benefit the retailer's long-standing holiday charity partner, the Child Mind Institute.

^ BERGDORF GOODMAN

The Destination Extraordinary holiday windows at Bergdorf Goodman on New York's Fifth Avenue, 57th Street and 58th Street depict a dreamlike itinerary of lush locales, unexpected landscapes and verdant gardens. To reflect the theme, each window depicts a unique imagined destination, including The Book Club, The Winter Garden and Bird's Eye View. The displays showcase the work of specially commissioned artisans, who have created hand-painted backdrops, highly embellished objects and unique set pieces.



< LE BON MARCHÉ

Paris department store Le Bon Marché Rive Gauche has wrapped itself in a big white coat this Christmas. In the windows on Rue de Sèvres, snowflakes are animated in the shape of little figures, sliding down the roofs of the store.