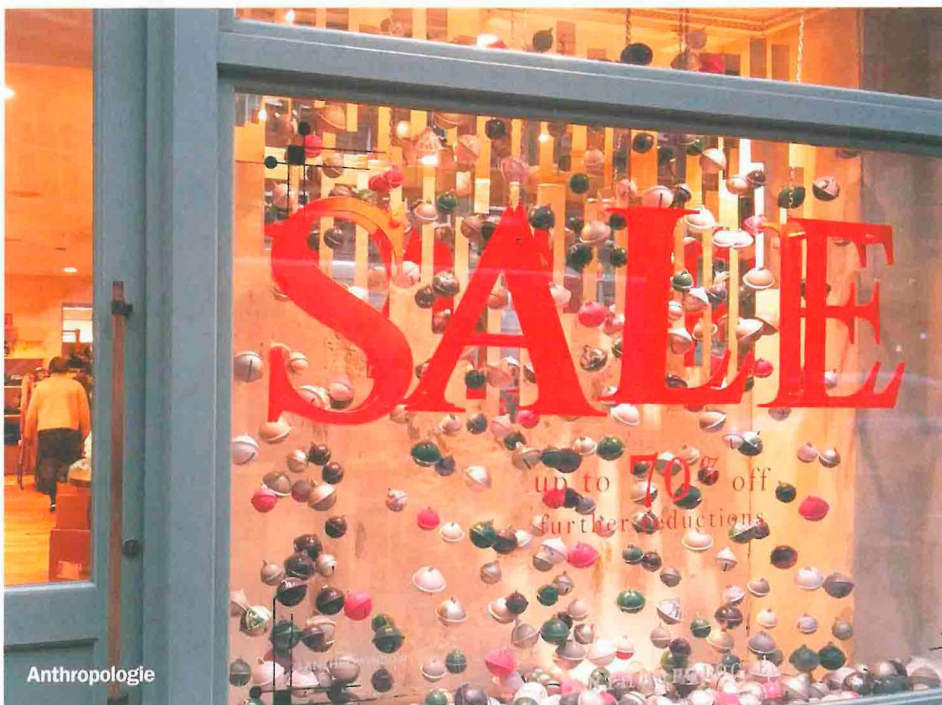


STORES

High street Sales round-up

As we move into mid-January, retailers are scrambling to rid themselves of unwanted merchandise and adopting a variety of ways to do so. **John Ryan** assesses some of their efforts



With dire predictions about retail prospects in 2018 continuing to circulate, it's little surprise that Sale signs appear more numerous and seem to have greater urgency than usual.

Christmas for many was less successful than hoped for, so there is a substantial amount of merchandise to be cleared ahead of the new-season arrivals. And there is also the notion in some quarters that this is a last hurrah before the consumer shuts their wallets.

All of which means the usual white-on-red Sale signs associated with this point in the retail calendar have been ditched by a significant number of retailers, and a variety of different approaches have been tried instead.

Digital signage is to the fore, while more upscale operations have taken time and trouble to create Sale windows with an appearance of craft about them, designed to appeal to more than the most acquisitive basic instincts.

Anthropologie, Marylebone High Street

There is almost no reason for strings of ornamental bells in silver, gunmetal grey, cerise and racing green to be used as the backdrop to a Sale window, other than to attract attention.

Set against a plain background, the bells help to focus the gaze on red letters stating 'Sale'.

These have been given a 3D feel by creating two sets of 2D letters and linking them before suspending the whole display from the ceiling.

There is a 'make-do and mend' feel to this window. In terms of making a splash, it is one of the highlights along Marylebone High Street.

Emma Bridgewater, Marylebone High Street

Sometimes the simplest window schemes are the most effective, even at Sale time. The



window of Emma Bridgewater on Marylebone High Street is a case in point, comprising a series of white decals depicting crockery grouped together to form a slope on the right-hand side of the glass-line. Above this and in the middle of the window is a 'Sale' call-to-action decal.

Within, the retailer has carefully avoided the jumble-sale feel that characterises so many interiors at this time of year, with the store-scape feeling ordered with a hint of 'country kitchen'.

Reserved, Oxford Street

As one of the newest arrivals on Oxford Street, you'd expect Polish fashion retailer Reserved to make something of a splash – and it does not disappoint.

A series of red-and-white frames that fit into each other provide a setting for the mannequins in one of the store's windows (a display trope copied just inside the entrance).

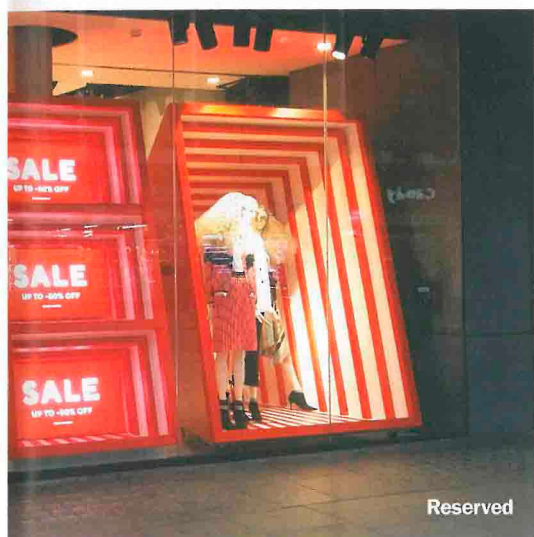
For more pictures
of these stores go to
Retail-Week.com/Stores



Emma Bridgewater



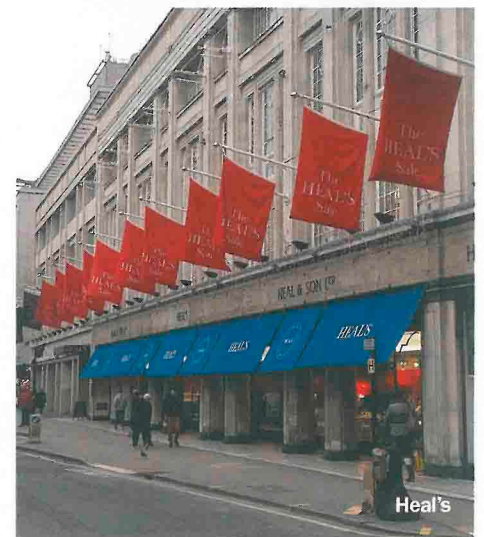
& Other Stories



Reserved



Gap



Heal's

You'd expect Polish retailer Reserved to make something of a splash – and it does not disappoint

On the other side of the main door, a large screen flashes the 'Sale' message in different red-and-white forms continuously.

There is nothing understated here and the eye is drawn to the rear of the store by yet more light-boxes and screens shouting 'Sale'.

& Other Stories, Oxford Street

A new store from H&M fascia & Other Stories is both modern and contrary to the normal

Sale modus operandi. Red is eschewed and a candy-pink takes its place as the backdrop on the light-boxes in the window.

This is one of the more minimalist Sale windows on the strip, with just three torsos and some black clothing used for the scheme.

Even the 'New Items Added' light-box is restrained, although the pink and white fluorescent lighting does guarantee that the passerby will take a look.

A quick glance into the shop is sufficient to assure the shopper that this is a retro-style Sale as far as layout is concerned. Runner rail after runner rail of reduced stock awaits inspection.

Gap, Oxford Street

There have been signs in the window of this branch indicating cut-price bargains for so long that the bigger and brighter 'Sale' banners look a little like crying wolf. 'Up to 70% off' is one of the bolder slash-and-burn signs along the street,

though in-store there are not a great many mark-downs at this level.

Gap has one of the most retro approaches to shifting remaining stock in the whole of the West End. And, although it uses a combination of light-boxes and screens, one wonders whether it wouldn't have the same effect with good old-fashioned cardboard.

Heal's, Tottenham Court Road

Heal's boasts a long row of flags along the store frontage, alerting us that it's bargains afoot.

At a time when the majority are turning to digital tools to get their messages across, there is something reassuring about what has been done here, with a mix of the traditional, and the idea of a department store in its grandest days.

Also worth noting are the words on the flags that state 'The Heal's Sale' – indicating perhaps that this is an event, rather than a mere workaday display of reductions. **RW**