Welcome to Creating Christmas Magic

- **Industry Insight:** Discover the key retail experiences & VM trends
- **Creative Inspiration:** Dazzling Christmas designs to spark your imagination
- **Practical Tips:** How to maximise your business's potential and create a welcoming, festive atmosphere for your customers

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#retailmagicni

- Fellow of the British Display Society
- BA Degree in Visual Merchandising
- Diploma in Public Relations (PRII)
- ILM Business Coach
- WorldHost Trainer
- Go Succeed Mentor

- Visual Merchandising
- Town Centre Dressing
- Event decorating
- Commercial interior design
- Business Mentoring & Training

Ards and North Down Borough Council
Antrim and Newtownabbey Borough Council
Fortnum & Mason
BCTC
Concern worldwide
SVP
Harvey Nichols
Belfast City Council
Fermanagh & Omagh District Council
Comhairle Ceantair Fhear Manach agus na hÔmaí
Derry City and Strabane District Council
the Orchardville society
Armagh City Banbridge & Craigavon Borough Council
Causeway Coast & Glens Borough Council
Gorgeous St Georges
Lisburn Light Festival

Firstly, about these Gens…!

- Generation X are those born between the mid-1960s and the early 1980s
- Gen Y/Millennials are born between 1981 and 1996, though some sources vary by a year or so
- Gen Z is someone born between the mid-1990s and early 2010s
- Gen Alpha are the kids of 2010 to date…*Bruh*!

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What's new on the High Street?

THE HYPERPHYSICAL STORE

- A focus on delivering a higher level of personal, cultural and memorable experiences.
- These stores use tactile materials, offer interactive experiences like Augmented Reality and virtual try-ons, and serve as entertainment venues.
- **Retailtainment** combines shopping with entertainment for an engaging experience. Studies show 80% of consumers are more likely to buy after a positive Retailtainment experience.

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What's new on the High Street?

QUIRKY COLLABORATIONS

- Changing consumer expectations result in brands tapping into worlds different from their own.
- Customer curiosity is stirred and new ideas emerge in alignment with customers' festive shopping habits and expectations.
- Think of imaginative interiors connecting different businesses to create something memorable and extraordinary.

Yinka Ilori x Courvoisier at The Wonder Room Selfridges, London. Photo: Dezeen.

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What's new on the High Street?

IMMERSIVE BRAND ACTIVATIONS

- Direct engagement with customers with the intent of deepening their connection to your business and moving them toward purchase and advocacy.
- Smaller, more meaningful experiences that last much longer than social media scrolling.
- Creating entertaining and multi-sensory in-store experiences
  - Live Demonstrations (URL & IRL)
  - Social Media Integration/User-Generated Content (UGC)
  - Gamification
  - Immersive Storytelling

Louis Vuitton x Yayoi Kusama *Harrods takeover. Photos: Creative Boom/Urban Adventurer.*

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The Benefits of In-store Experiences

1. Build Customer Relationships
2. Increase Foot Traffic
3. Boost Sales
4. Showcase Products
5. Create Buzz
6. Foster Community
7. Differentiate from Competitors
8. Collect Valuable Feedback

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15 Ideas for Your Collaborative Christmas Trail

Bangor Chamber of Commerce

1 HOLIDAY OPEN HOUSE

2 DIY HOLIDAY DÉCOR WORKSHOP

3 FESTIVE FASHION SHOW

4 HOLIDAY SIP AND SHOP

5 HOLIDAY RECIPE EXCHANGE

6 LETTERS TO SANTA

7 CHARITY TOY DRIVE

8 MISTLETOE MOMENT PHOTO BOOTH

9 COOKIE DECORATING CLASS

10 HOLIDAY POP-UP MARKET

11 SANTA'S WORKSHOP

12 WREATH-MAKING WORKSHOPS

13 GINGERBREAD HOUSE DECORATING

14 ELF ON THE SHELF SCAVENGER HUNT

15 HOLIDAY BOOK READING

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The Magic of Christmas Windows

Once November rolls around, the most frequented shopping streets around the world shift our bystander gaze from casual window shopping to an explosion of light, warm energy and ambitious creativity.

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The Magic of Christmas Windows

Now more than ever, retailers need to allow consumers to interact with their brand narrative in more ways than one, which makes magical visual merchandising a vital component of their Christmas sales strategy.

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The Magic of Christmas Windows

Designed to draw attention, amuse and delight, eye-catching window displays and festive decor remain as vital storytelling portals & highly engaging touchpoints for brand discovery even in this highly digitalised retail landscape.

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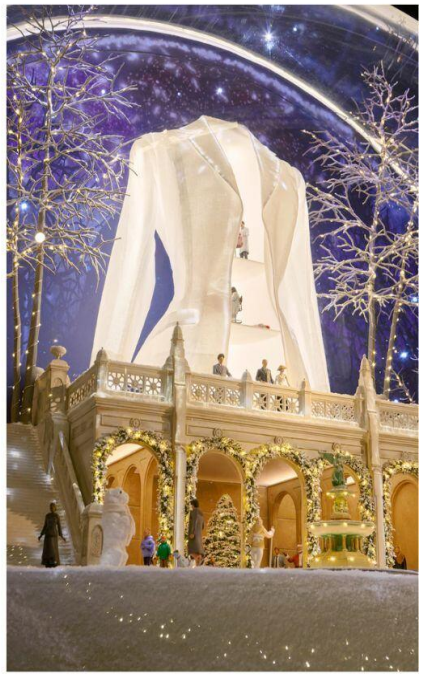
Xmas VM inspo from around the World



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Xmas Décor Trends 2024

Festive Farmhouse: homespun ornaments and vibrant greenery evoke a cozy atmosphere

Monochromatic: inspired by a classic winter wonderland with silver and champagne hues

Pantone Colour of the Year: Peach Fuzz complemented with champagne, taupe, coral and terracotta

Vintage Elegance: the grandeur and glamour of the roaring ‘20s with silver, gold, metallics & feathers

A Winter Sea: a starry Christmas Eve on the open water depicted by deep dark blues, white, silver and jewels

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Final thoughts for Xmas 2024

Story-telling

Interactive window displays

Sustainability

Collaborate

Be brave

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Thank you for your time
and warmest wishes
for a
magical and profitable
Christmas 2024!

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