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For all the popularity of e-commerce, store windows are still the most effective way of selling new product to consumers. Window displays connect the reality of the street to the fantasy of the shop and also have a huge influence on the distribution of space within the store itself. This copiously illustrated book analyses current trends in window design and highlights examples marked by extraordinary creativity and visual inventiveness. Helpful captions accompany each photograph to explain the way lighting, props, and graphics contribute to successful displays.