

PURE IMAGINATION
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2023 HOLIDAY WINDOWS RECAP

IMAGINATION



AROUND THE WORLD, 2023'S HOLIDAY WINDOWS WOWED SHOPPERS WITH GRAND DISPLAYS, FUN FEATURES AND RECOGNIZABLE BRANDS.

BY OLIVIA TAYLOR | MANAGING EDITOR

The past several years, retailers focused on attracting shoppers back to stores, and holiday windows in 2023 were an avant-garde celebration of that return. Shoppers packed the sidewalks of New York (and the globe) ready to window shop once more, according to Tom Beebe, Creative Consultant, Stylist, Window Wizard. "Across the board, all the windows were filled with magic and details, details, details," Beebe says. "The visual teams did not disappoint in creating the most wonderful time of the year."

Like previous years, retailers continued driving engagement through interactive technology. "We want our audience to feel part of the experience, not just interact with the window, but become the star of the window," says Manuel Urquiza, Director, Windows & Storewide Visual Campaigns at Macy's (New York), whose Herald Square displays featured in-window cameras to take selfies and buttons to play classic carols encouraging guests to sing along. "Not only did people sing their favorite holiday tune, but the audience behind them clapped and joined in."

Brand and media partnerships took center stage in numerous projects. New York's Saks Fifth Avenue teamed up with Paris-based Dior. Australia's department store Myer (Melbourne) partnered with TV show "Bluey" and Malaysia's Bonia said, "Hi, Barbie!" Collaborating with Warner Bros. Pictures, Bloomingdale's (New York)

created its "Best Holiday Ever" window based on the 2023 movie "Wonka" – it was a feast for the eyes with vibrant colors and sweet treat props, and even included a real chocolate fountain.

Meanwhile, the window displays at Disney Springs in Florida embraced the classics by showcasing beloved characters such as Mickey Mouse and Peter Pan. With strategically layered details, the story was decipherable from every vantage point, which was crucial as "storytelling [is at] the heart of everything we create at Disney," says Rebecca Atterbury, Senior Manager of Visual Retail Design, the Walt Disney Company (Burbank, Calif.).

Tried and true methods also held their relevancy in an ever-advancing world with classic VM showcased in windows featuring detailed props, captivating colorways and savvy product displays.

And in the spirit of tried and true visual merchandising, VMSD is proud to unveil our annual Gene Moore Winning Window Award, named after the illustrious designer who created about 5000 windows during his lifetime. This award recognizes an innovative window display from anywhere in the world that embodies Moore's legacy of artistic vision, technical innovation and whimsical joy – to be featured annually as part of this recap. This year's winner is Printemps for "It's Paper Holiday, Let Your Wishes Come True" at its Paris flagship.

For more holiday windows, be sure to check vmsd.com throughout the months of February and March 2024.



2023
GENE MOORE
WINDOW
AWARD

Printemps, Paris "It's Paper Holiday, Let Your Wishes Come True" / Printemps Artistic Team 🇫🇷 Francis Peyrat
Our judges selected Printemps for its exquisite creative vision, engaging storytelling and playful design.

THANK YOU TO OUR GENE MOORE WINDOW AWARD JUDGES!

JOE BAER
CEO & Creative
Director, ZenGenius Inc.

TOM BEEBE
Creative Consultant,
Stylist, Window Wizard

JUDY BELL
Founder, CEO,
Energetic Retail

ERIC FEIGENBAUM
President, Embrace Design;
New York Editor, VMSD magazine