Are you ready to

TRANSFORM

your store?

SPRINGFAIR
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SAVE THE HIGH STREET

Retail MAKEOVER MISSION

ANTI-SUN-BLEACHING TOOLKIT FOR SHOP WINDOW DISPLAYS

Sunlight can quickly fade fabrics, packaging, and signage, making displays look tired and unprofessional. This toolkit provides practical strategies and creative ideas to protect your displays while keeping windows attractive and effective.

1. Prevention Strategies

Window Protection

- *UV-filtering window film: affordable, blocks up to 99% of UV rays.*
- *UV-protective blinds or mesh: discreet, filters harmful light without darkening the shop.*
- *Awnings: classic solution, can be branded with shop name/logo (check council permissions).*

Product Rotation

- *Rotate displays every 1–2 weeks.*
- *Use dummy packaging or props instead of real stock.*

Material Choices

- *Choose UV-resistant props and mannequins.*
- *Avoid leaving bright fabrics, books, or cardboard packaging in direct sun.*

2. Creative Workarounds & Smart Styling

- After-hours intrigue: Pull down blinds/mesh with witty signs, e.g.:
  - "Our products are shy of the sun. Come back tomorrow to see them shine!"
  - "Protecting our display from fading… not our style from fading."
- Use props (sheer fabrics, vinyl, bold objects) as a protective layer.
- Place artificial doubles (dummy boxes, mannequins) in the window.
- Turn shading into style (umbrellas, parasols, sunglasses as props).
- Place fragile products further back, highlight signage up front.

3. Quick Fixes for Existing Bleaching

- Refresh props with paint, fabric dye, or low-cost replacements.
- Swap signage regularly – print in small batches for easy updates.
- Repurpose faded items into themed 'distressed/vintage' displays.

4. Extra Tips

- Log sunlight hours to understand exposure patterns.
- Supplement with LED spotlights to reduce reliance on sunlight.
- Check insurance – some policies cover sun damage.

WHY WINDOW DISPLAYS STILL MATTER

Even if sun can cause fading, displays are one of your most powerful marketing tools:

- First impressions count – 94% of impressions are based on visuals.
- Boosts sales – well-designed displays can increase sales by up to 540%.
- Pulls people in – refreshing displays every 2 weeks can lift foot traffic by 23%.
- Builds loyalty – 73% of shoppers are more likely to return to stores with appealing windows.

Protect against fading, but don't let it stop you from using your window to attract, inspire, and sell.

Quick Checklist

- [ ] UV film / blinds / awning installed
- [ ] Rotation calendar in place
- [ ] Dummy props instead of real stock
- [ ] After-hours intrigue signage ready
- [ ] Replacement signage & props prepped