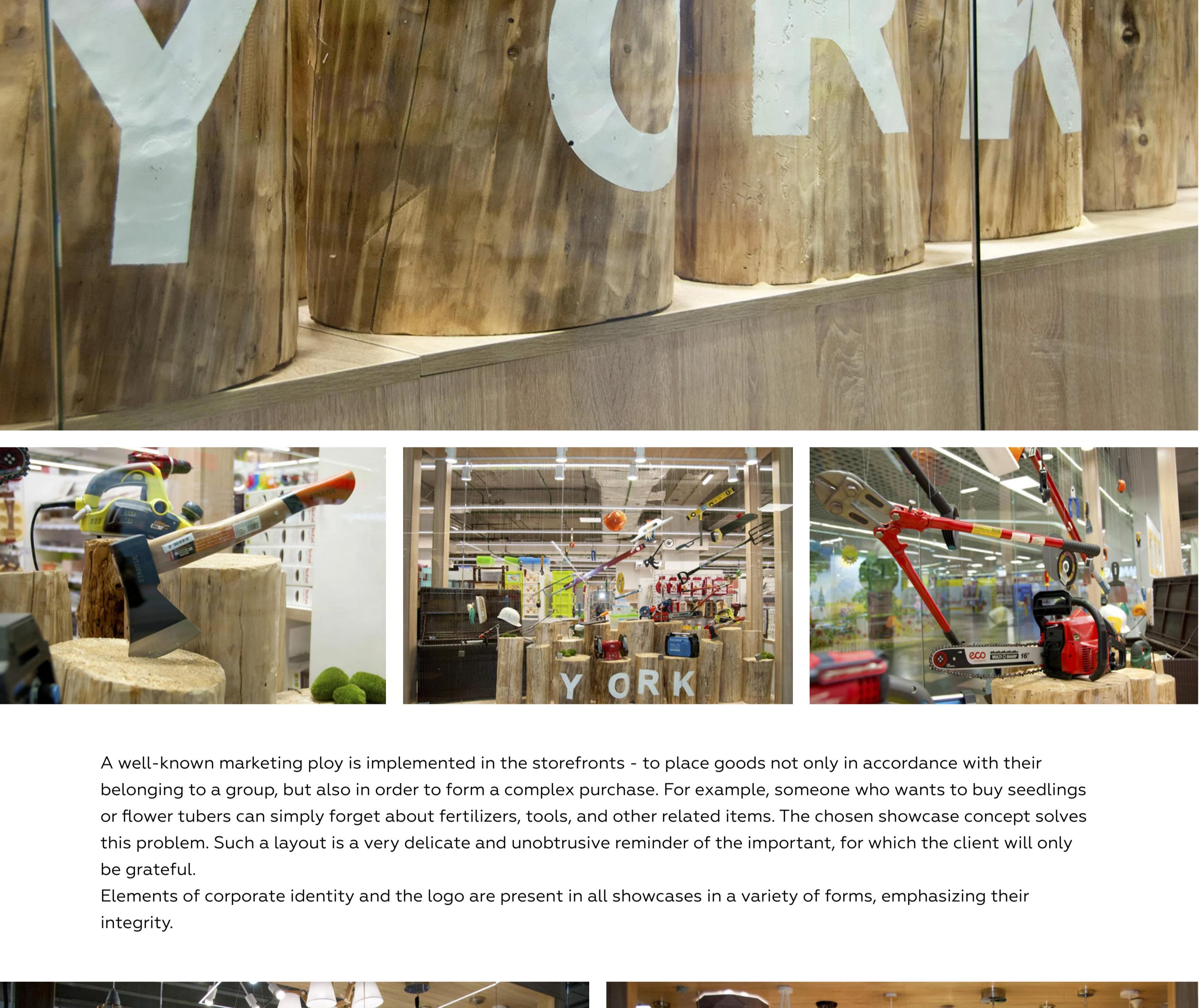
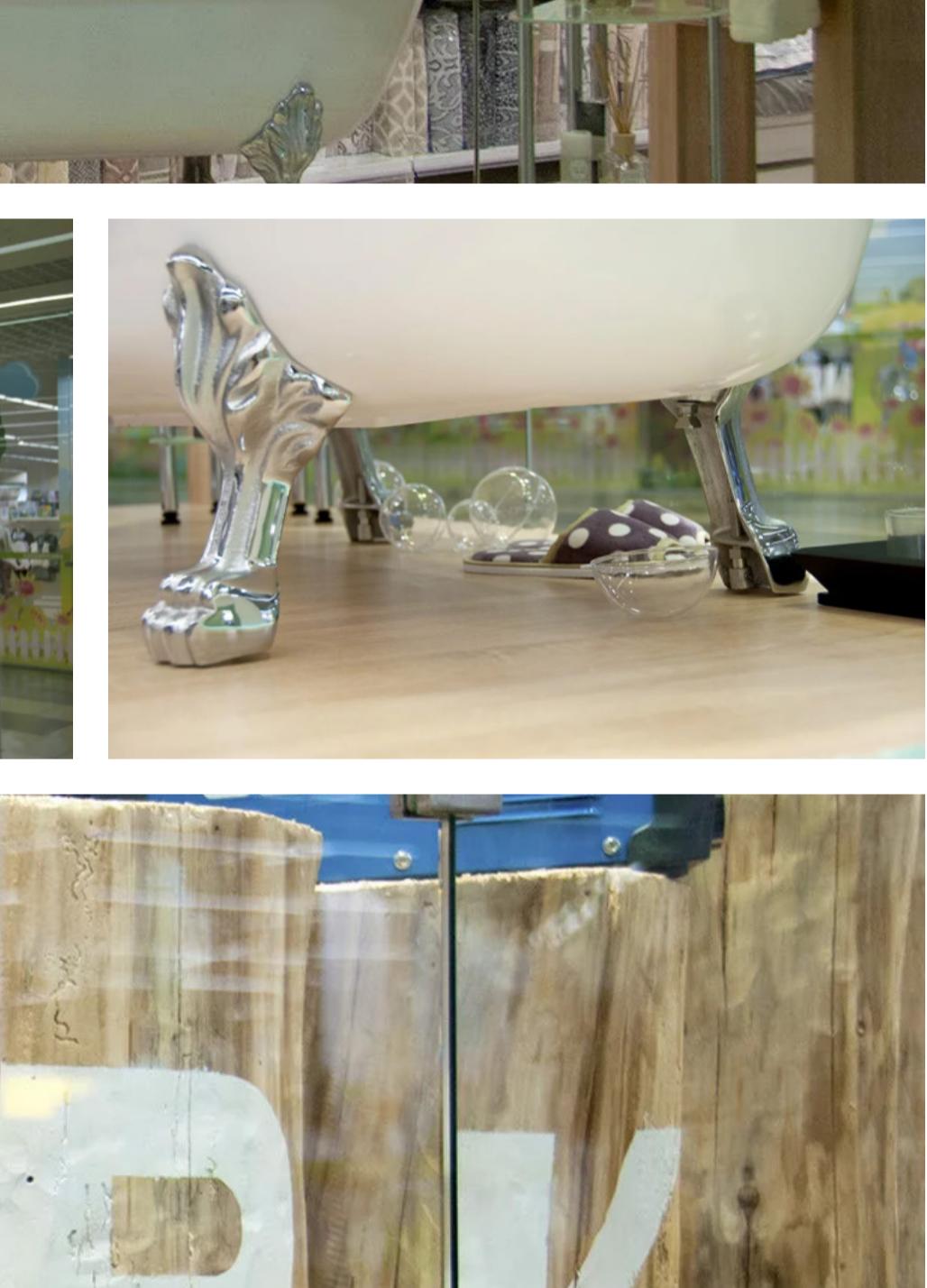




Year: 2018  
Service: Visual Merchandising

YORK is a retail chain of household goods stores. The shops offer a wide range of goods from dishes and bathroom accessories to tools and lamps. Despite the traditional concept of window displays in which goods sell themselves, our design is quite fresh and original. Among the tasks that the NZR team faced was to showcase the goods from the assortment of the chain of stores in a "natural" display without closing the window.



A well-known marketing ploy is implemented in the storefronts - to place goods not only in accordance with their belonging to a group, but also in order to form a complex purchase. For example, someone who wants to buy seedlings or flower tubers can simply forget about fertilizers, tools, and other related items. The chosen showcase concept solves this problem. Such a layout is a very delicate and unobtrusive reminder of the important, for which the client will only be grateful.

Elements of corporate identity and the logo are present in all showcases in a variety of forms, emphasizing their integrity.

