



Bling the Holidays!

*Ideas & inspiration to capture consumers
and sell more products all year long*

WINDOW DISPLAY HOW-TO GUIDE

No 1

ENGAGEMENT: "A SLICE OF LOVE"

Stack boxes in tiers to create the shape of a wedding cake and prop a beautiful engagement ring in an open box at the top of the cake.

TOOLS AND MATERIALS

Martha Stewart Collection Large Square Cake Stand from Macy's

Sophie's Favors Boxes

Ribbon/Bows from Turtle Tots Designs

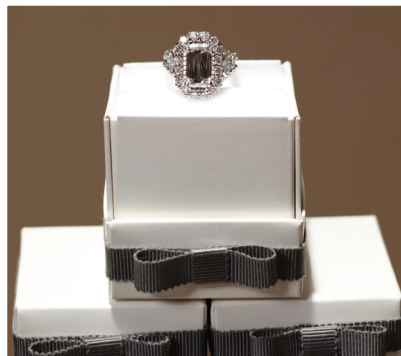
Craft Glue Dots® from Michaels

Ribbon for foot of stand

Please see Resource Guide in Appendix for links to purchase

DIRECTIONS

- Use small glue dots to adhere the bow ribbon (small bow comes attached to ribbon) to each box and large glue dots to adhere the boxes together to create one form
- Use 2 strips of 2 inch thick and 12 inch long, velvet ribbon in color of choice, and roll them up to make a jewelry cushion in the top box
- Prop a ring in the top, opened box
- Print and cut out *Martha Stewart Weddings* "Will Your Marry Me" clip art (grid lines provided to cut the correct size) and use your finger to curl the left edge forward and the right edge backwards
- Prop sign on fourth row of boxes



VALENTINE'S DAY: "BE MY VALENTINE"

Stack pink painted boxes with candy and jewelry.

TOOLS AND MATERIALS

Pink Heart Boxes from Etsy.com
KeyLime Supplies

Paper Mache Boxes in different shapes

Martha Stewart Satin Acrylic Craft
Paint (Camellia Pink & Peppermint
Bark)

Pink Foiled Candy

*Please see Resource Guide in Appendix
for links to purchase*

DIRECTIONS

- Paint the paper mache boxes in the two Martha Stewart Craft Paints (other colors options available) and let dry for a few hours
- Use 2 strips of 2 inch thick and 12 inch long, velvet ribbon in color of choice, and roll them up to make a jewelry cushion in a box
- Stack the boxes to a desired height
- Fill some of the boxes with candy, letting the candy spill out
- Drape jewelry around the boxes, or push directly into the box if there is a post (use t-pins to secure jewelry in its place), or make a cushion and put jewelry inside some boxes
- Print and cut out *Martha Stewart Weddings* "I Love You" and "To My Sweetheart" clip art (grid lines provided to cut the correct size) and use your finger to curl the left edge forward and the right edge backwards
- Prop the banners on the boxes



MOTHER'S DAY: "MOM AND ME"

Collect photos of mothers, grandmothers, or aunts, etc. with their kids, and frame them along with some jewelry. Get photos online or personalize with your own family and employee photos.

TOOLS AND MATERIALS

Ikea white frames

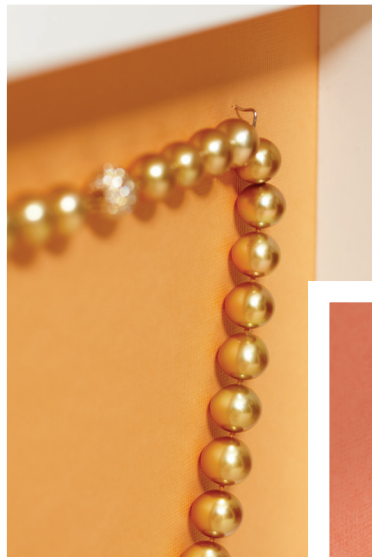
Paper for frames from Wintechint.com

Paper for frames from Papersource.com
(Blossom, Papaya, Poppy, Curry, Sunshine and Lokta Pink Tiny Floating Flowers On Gray Fine Paper)

Please see Resource Guide in Appendix for links to purchase

DIRECTIONS

- Remove glass cover in Ikea frames
- Take out the back cover of the Ikea frame and cut a piece of foam core the same size of the frame to easily pin the jewelry up and hang photos
- Cut photos and colored paper the size of the back frame as well
- Tape the paper and photos onto the foam core
- Assemble frames back together and hang jewelry into the desired frames with t-pins or just push directly into the foam core if there is a post
- Print and cut *Martha Stewart Weddings* "Happy Mother's Day" clip art and put into the biggest size frame in the same way as the pictures



No 4

GRADUATION: "THE NEXT CHAPTER"

Gather books from a local bookstore and stack them with other school supplies—then prop jewelry on the books.

TOOLS AND MATERIALS:

Assortment of books from local store

Vintage Globe

Pencils

Rulers

Chalkboard

Please see Resource Guide in Appendix for links to purchase

DIRECTIONS:

- Stack books horizontally, vertically, and to the height desired; leave a few books open on top of the stacks
- Add in other props around the books in neutral vessels (e.g. pencil holder)
- Drape jewelry onto books; can use tape on the back to help the jewelry lay in place or wedge into the pages of the books
- Cut three pieces of twine about 3 inches wider than the width of your window to allow for the banners to hang
- Print and cut out *Martha Stewart Weddings* "Class of 2014" clip art (grid lines provided to cut the correct size)
- Using a hole puncher, punch out the little circle in the corner of each pennant and string onto the twine so that the thread lays behind
- Hang the signs in three different rows using tape at each end



HOLIDAY SEASON: "JEWEL TREE"

Collect some birch branches from a local flower shop and scatter gifts around the tree. Sprinkle some faux snow and drape jewelry on the branches to achieve a sparkly, festive display.

TOOLS AND MATERIALS:

Birch from local floral shop

White Carafe Vase from West Elm

Small White Acrylic Snowflake Ornaments from Journey Productions on Etsy.com

Icicles from Prochaska Gallery on Etsy

Artificial Snow Spray

Faux Snow

Monofilament

Please see Resource Guide in Appendix for links to purchase

DIRECTIONS:

- Use birch twigs, spray them with artificial spray snow, and put them in the vase (nothing needed inside the vase, the birch will stand in place on its own)
- Surround the vase with loosely clumped batting and sprinkle faux snow on top
- Wrap different size boxes in silver wrapping paper and tie ribbon around (white or your color of choice)
- Hang jewelry from the branches, using monofilament for some of the jewelry to make them hang lower (string into the clasp and make a loop from the branch)
- Print and cut out *Martha Stewart Weddings* "Season's Greetings" clip art (grid lines provided to cut the correct size) and use your finger to curl the left edge forward and the right edge backwards
- Lay the banner in front of the gifts



RESOURCE GUIDE

1. ENGAGEMENT: "A SLICE OF LOVE"

Martha Stewart Collection Large Square Cake Stand:

<http://www1.macys.com/shop/product/martha-stewart-collection-large-square-cake-stand-12?ID=260659&CategoryID=7923>

Sophie's Favors Boxes:

http://www.sophiesfavors.com/custfavdiy_sattiebowfav_2pcbox.htm

Ribbon/Bows from Turtle Tots Designs on Etsy:

http://www.etsy.com/listing/99190517/on-sale-baby-hair-clip-alligator-clip?ref=sr_gallery_20&ga_search_query=baby+hair+clips&ga_view_type=gallery&ga_ship_to=US&ga_page=2&ga_search_type=all

Craft Glue Dots®:

<http://www.michaels.com/Craft-Glue-Dots®/gc0275,default,pd.html>

Ribbon for foot of stand:

<http://www.mjtrim.com/ribbons-jacquards/satin/50mm-french-df-satin-ribbon.html>

2. VALENTINE'S DAY: "BE MY VALENTINE"

Pink Heart Boxes from Etsy.com KeyLime Supplies:

<https://www.etsy.com/transaction/123572833>

Paper Mache Boxes in different shapes:

<http://craftpeddler.net/index.php?app=ccp0&ns=catshow&ref=Boxes>

Martha Stewart Satin Acrylic Craft Paint (Camellia Pink & Peppermint Bark):

http://www.joann.com/martha-stewart-satin-acrylic-craft-paint-2-ounces/zprd_11385861a/

Pink Foiled Candy:

<http://www.candywarehouse.com/products/barnier-metallic-foil-wrapped-hard-candy-rods-1kg-bag/?CAWELAID=1345120477&catid=1630429153&%22cagpspn=pla%22&gclid=CKaKrrW5z7YCFYHe4AodGg4Adg>

3. MOTHER'S DAY: "MOM AND ME"

Ikea white frames:

<http://www.ikea.com/us/en/catalog/categories/series/16456/>

Paper for frames from Wintechint.com:

<http://www.wintechint.com/main.sc>

Paper for frames from Papersource.com:

Blossom, Papaya, Poppy, Curry, Sunshine:

<http://www.paper-source.com/cgi-bin/paper/color/26x20-text-weight-paper/2505.145/836.html>

Lokta Pink Tiny Floating Flowers On Gray Fine Paper:

<http://www.paper-source.com/cgi-bin/paper/item/Lokta-Pink-Tiny-Floating-Flowers-On-Gray-Fine-Paper/3102.001/101946.html>

4. GRADUATION: "THE NEXT CHAPTER"

Assortment of books from local store:

<http://www.strandbooks.com/index.cfm?fuseaction=search.results&hasInventory=true&searchString=vintage+books&x=0&y=0>

Vintage Globe:

<http://worldofglobes.info/cheap-crams-imperial-world.html>

Pencils:

<http://www.discountsschoolsupply.com/Product/ProductDetail.aspx?product=24711&keyword=pencils&scategoryid=0&Category-Search=&Brand=&Price=>

Rulers:

<http://www.discountsschoolsupply.com/Product/ProductDetail.aspx?product=27663>

Chalkboard:

http://www.wallies.com/big-chalkboard-products-9328.php?page_id=18

RESOURCE GUIDE

5. HOLIDAY SEASON: "JEWEL TREE"

Birch from local floral shop:
28th Street Flowers

White Carafe Vase:
<http://www.westelm.com/products/pure-white-ceramic-vase-collection-a760/>

Small White Acrylic Snowflake Ornaments from Journey Productions on Etsy.com:
http://www.etsy.com/listing/88498642/small-white-acrylic-snowflake-ornaments?ref=sr_gallery_13&ga_search_query=snowflakes&ga_view_type=gallery&ga_ship_to=US&ga_search_type=all

Icicles from Prochaska Gallery on Etsy.com:
http://www.etsy.com/listing/75083302/icicles-of-hand-blown-glass-13-christmas?ref=sr_gallery_31&ga_search_query=icicles&ga_view_type=gallery&ga_ship_to=US&ga_search_type=all

Artificial Snow Spray:
http://www.windycitynovelties.com/293049p/snow-spray-8-8-ounce.html?s_kwcid=TC%7C3050%7C+artificial%20+snow%20+spray%7C%7C%7Cb%7C17460072438&gclid=ClbhzLrJz7YCFUyY4Aod-UQAgg

Faux Snow:
http://www.amazon.com/dp/B009RSWOHS/ref=pe_175190_21431760_3p_M3T1_ST1_dp_1

Monofilament:
http://www.gandermountain.com/modperl/product/details.cgi?pdsc=Berkley-Trilene-XL-Monofilament-Fishing-Line-110-yd-Filler-Spool&i=441588&r=view&alD=504AE11C&cvsfa=2586&cvsfe=2&cvsfhu=343431353838&s_kwcid=goobase_goobase_filler&cID=GSHOP_441588

OTHER RESOURCES

CALLIGRAPHY FOR CLIP ART
Michele Hatty Fritz: <http://meanttobecalligraphy.com/styles/#18>

BACKDROP

Tools and Materials:
(3) 4 x8 sheets of 1/2" MDF: <http://www.princelumber.com/>
Fabric from Grayline Linens: <http://www.graylinelinen.com/>
Gaffers Tape: http://www.uline.com/BL_3110/Gaffers-Tape

Directions:
-Cut the 3 pieces of MDF into sizes most fitting to your window (or have done at hardware store):

We did:
Piece 1: 3' x 4', 3' x 4', 2' x 4'
Piece 2: 5' x 4', 3' x 4'
Piece 3: 4' x 4', 2' x 4', 2' x 4'

-Get fabric (color of choice) and cut pieces about 1 ½ inches wider than the MDF
-Fold the fabric tightly over the MDF and staple in the back to create a smooth surface in the front
-Use the largest piece of MDF for the base of the structure and the second largest for the center, upright section of the structure.
Use two smaller pieces to stand diagonally
-Secure structure with gaffers tape

RESOURCE GUIDE

SPECIAL THANKS

Jewelry Supplied By:

Baume & Mercier

Penny Preville

Christopher Design Inc.

D'Orazio & Associates (Amrapali, Madstone, Kabana, Demarco, Le Vian, Norman Silverman, Sutra, Brumani)

Citizen

Temple St. Clair

Rina Limor for J.R. Gold Designs

A Link & Co.

Memoire

Mikimoto

Yael Designs

Mastoloni

Forevermark