



Autumn Onset

It's almost time for the leaves to shed and usher in the new season. Latin Quarters, the clothing brand, draws inspiration from the season for its window display to showcase its latest collection.

With this window display Latin Quarters takes its first step into the world of visual merchandising. Fictive Clan, the design agency behind the display could sense their anxiety of being a first timer and decided to do a simple yet chic window which pleases their customer as well the onlookers. The entire window narrates a brief story with the life-size leaves and mannequins reveling in each other's company.

The natural shade of maple leaves create a colour palette for the window. Their composition gives a depth to the display and the idea on board enunciates with the sheer

size of the leaves. The leaves are intricately hung from the ceiling to give a floating effect. To retain the nature of the leaves, polysheet was used to give them the flimsy structure originally possessed by leaves. The leaves with their texture intact were printed on textured vinyl and stuck on the polysheet to give a realistic feel. The positioning of the mannequins was also in accordance with the composition of the leaves.

All in all a low cost window! Who says good windows don't happen in strict budgets?•

Design and Development
Fictive Clan

Mansi Lavsi