

4 Indian Visual Merchandising



Fun Guns

Hamley's is a wonder world for kids of all ages. The renowned toy store recently came up with a new range of toy guns for grown-up boys, which was promoted through a captivating window display.

Clearly targeting the older boys, the Hamley's window used visual and form cues from a macho detective storyline. More than the gun itself, the idea of being in a make-believe world, is sold here. The toy guns are shown upfront in a larger than life blown-up installation made of ply and sunboard. The idea was to connote a first person video game setup.

Green LED lights outline the gun cutouts and create a sharp contrast to optimize visibility and visual impact. The imagery of a jagged glass edge opening created with torn vinyl and the crime scene police barricade tapes dramatizes the setting to promote the product. The words 'In Store Now' on the

barricade tapes complete the objective of a call to action from the promotional window. At a few flagship stores, green moving laser lights were setup in the windows to indicating the gun target in the game that created additional impact and excitement for the kids. •

Mansi Lavsi

Design and Execution

Hamleys VM team