

Retail Window Dressing

Empty units make a town look derelict and unwelcoming. Whilst you are trying to encourage visitors and shoppers in to town Centre's, these empty units reflect badly on a Town's image. The Broken Windows theory suggests that vacant units and spaces are more prone to vandalism and this can trigger a downward spiral in any area or community. Taking simple measures such as these above keeps the area looking vibrant and friendly and so can help with regeneration.

Smart City Dressing's affordable and yet highly effective solutions to this ever increasing problem go a long way to attract people back into town centre's. Use of generic shapes (flowers for the summer and snowflakes in the winter) that we can even attach to the outside, is a simple method of adding cheer and colour to brighten up any space.

Our more individual options can open up opportunities for Event Promotion, Branding and Specialist Advertising, to not only dramatically enhance the look of an area but also tap into viable streams of additional income.

If you have any ideas of your own that you would like exploring to see if viable or for us to quote any other bespoke requirement, we would be happy to discuss these options with you also.