

2021 HOLIDAY WINDOWS

A Glorious Return

By Carly Hagedon, Managing Editor

While the retail industry continues to grasp at a sense of normalcy, 2021's windows were bright beacons in a tumultuous year.



Amazon, New York

↑ "Alexa in a Pear Tree" / New Moon, New York
📍 Tory Stolper, Los Angeles

Arguably, windows are one of the most straight-forward – not to mention tried and true – ways to reach your audience. These spyglasses have been an effective method for literal generations, and the mission surrounding window dressing has mostly remained the same: Draw shoppers in.

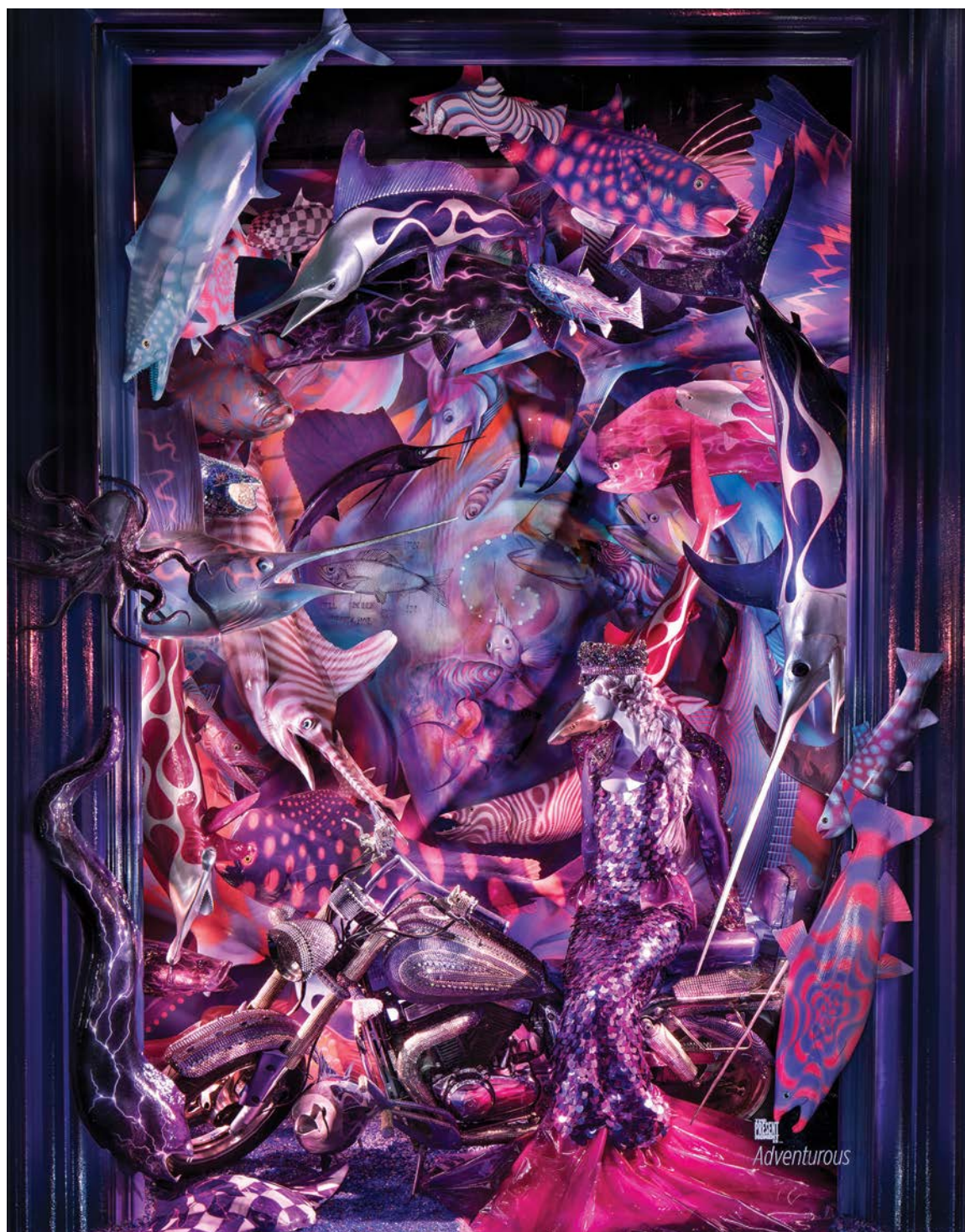
This past holiday season, creativity abounded after yet another year riddled with pandemic-related woes. Much like in December 2020, displays in 2021 sought to establish renewed hope for the industry and shoppers alike. From classic themes with bright baubles and twinkling lights to over-the-top displays exploding with color to those allowing audience interactivity, windows didn't disappoint.

Retailers like TSUM Kyiv in Kiev, Ukraine, tickled the senses of and engaged onlookers through technology. Utilizing augmented reality (AR), shoppers could interact with 3-D objects within the windows, and voice recordings for each featuring local celebrities played in the background; special scents, like the aroma of cinnamon and Christmas cookies, helped fuel the Nutcracker-inspired narrative.

Even retailers like Amazon got in on the fun, opening a “pop-up window” in New York's SoHo that ran from Dec. 4 until Dec. 12. Visitors could ask, using the company's Alexa technology, to turn on festive lights or play music, among other commands, to transform the windows in front of them.

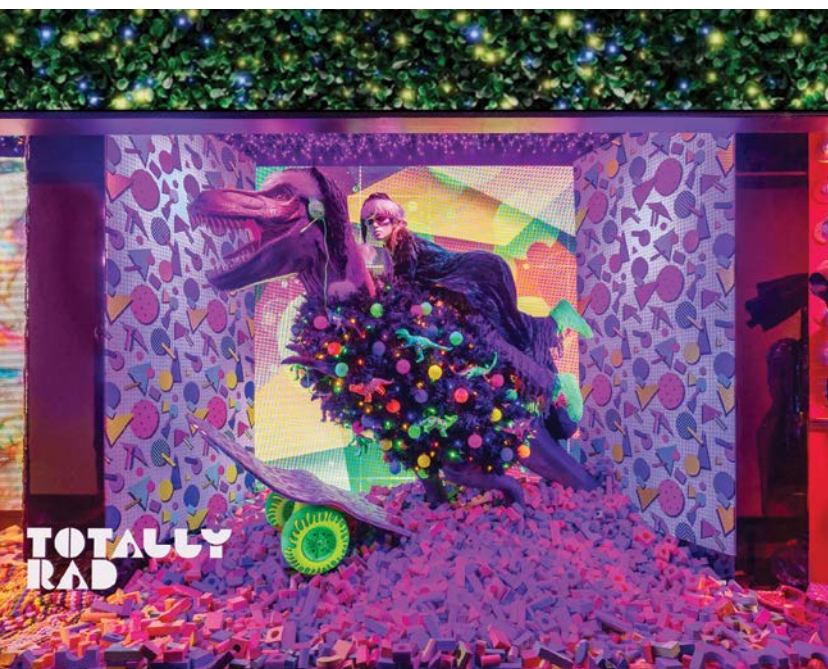
Outdoor installations made another comeback this year as well, allowing VM to go beyond the glass to reinvigorate pandemic-weary shoppers.

From the simple to the tech-driven, the following pages are decked with jaw-dropping displays from around the globe. You can view more coverage of 2021's holiday windows – including some not seen here in print – at vmsd.com beginning in February 2022. ▲



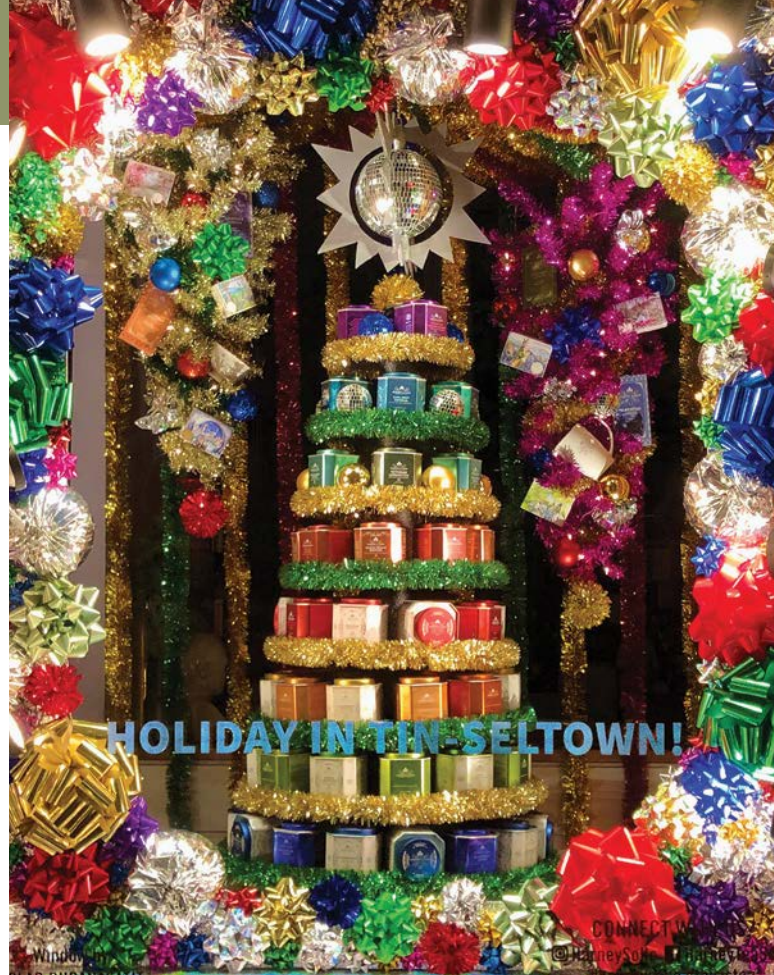
Bergdorf Goodman, New York

↑ “The Present Moment Is...” / David Hoey, Senior Director, Visual Presentation 📍 Ricky Zehavi, New York



Bloomingdale's, New York

↑ "Let's Celebrate!" / The Bloomingdale's Window Team
 📍 Tom Sibley, New York



Harney & Sons, New York

↑ "Holiday in Tin-seltown" / Polar Buranasatit, Studio Polarizer, New York
 📍 Polar Buranasatit, New York



Coach, London

← "Coach Regent Street SK11" / Giovanni Zaccariello, SVP Global Visual Experience
 📍 Chris Adams, London

Asterisk, Austin, Texas

↓ "Domain Northside's Holidaze" / Asterisk Design 📍 Matthew Batista, Austin, Texas



DFS Group Ltd., Hong Kong

↑ "Give Joy" / DFS Global VM Team
📍 Billy Yiu, Hong Kong



Avocado Green Brands, La Jolla, Calif.

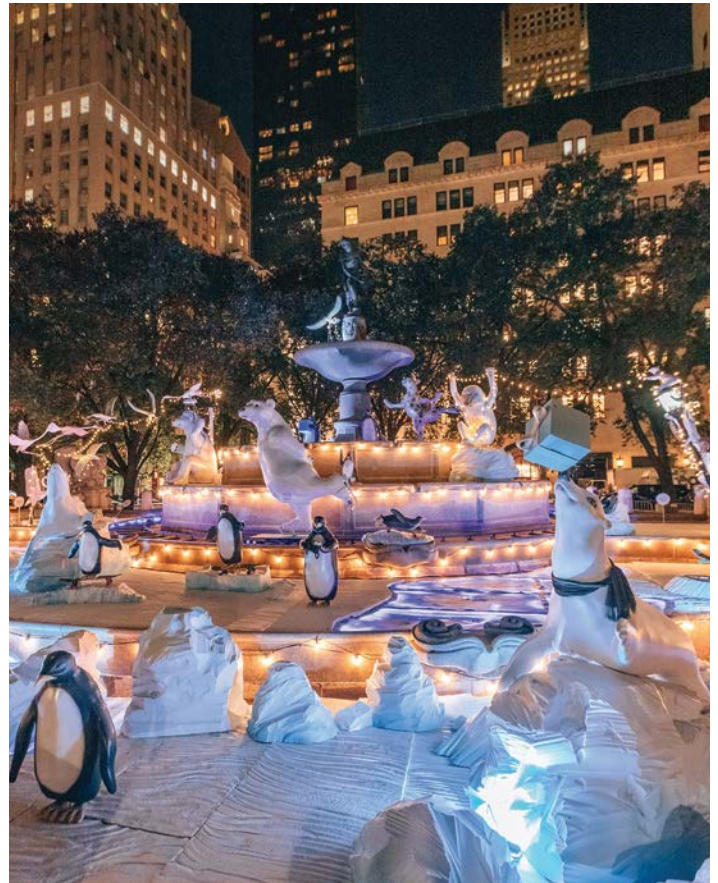
↑ "Symbol of Olive Peace" / Danielle Zeitler, Senior Visual Designer
📍 Danielle Zeitler, Los Angeles



TSUM Kyiv, Kiev, Ukraine

↑ "New Year Window Display" / Krystyna Yura

📍 Krystyna Yura, Kiev, Ukraine



Fifth Avenue Association, New York

↑ "Pulitzer Fountain 2021 Holiday Display" / Roya Sullivan, Harlequin Designs

📍 Marzena Szymanska, New York



Woolworths, Cape Town, South Africa

↑ "Kids Festive Fun Interactive Window" / Christian Boshoff, Woolworths

📍 Christian Boshoff, Cape Town, South Africa



The Rodeo Drive Committee and the City of Beverly Hills, Calif.

← Set + Stage
Creative, Los Angeles

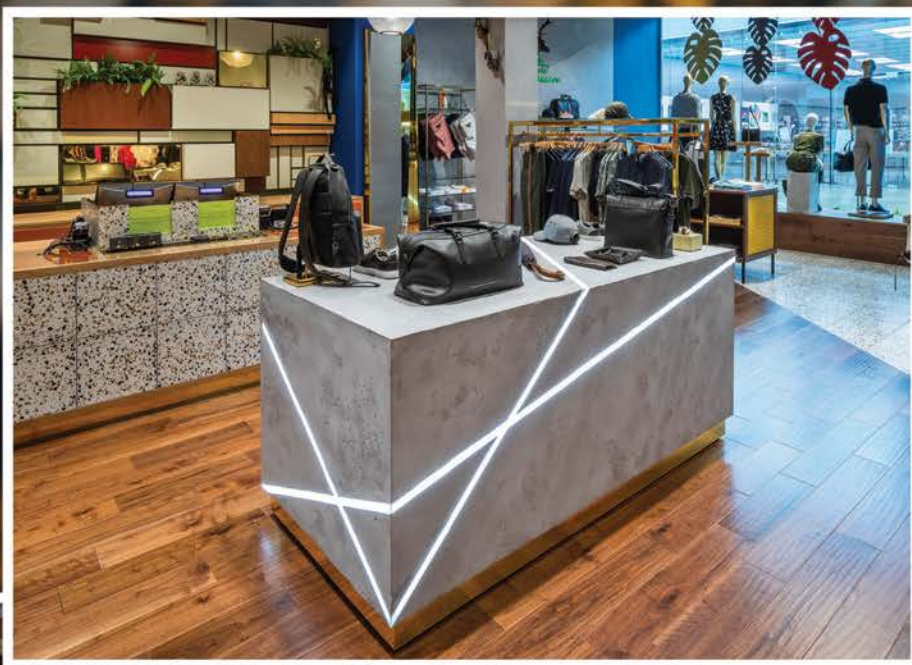
📍 Maya Myers, Los Angeles

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Liverpool Mexico, Mexico City

↓ "Sweet Christmas" / Alejandro Ruiz Gonzalez, Creative Manager 📍 Cesar Rohe, Mexico



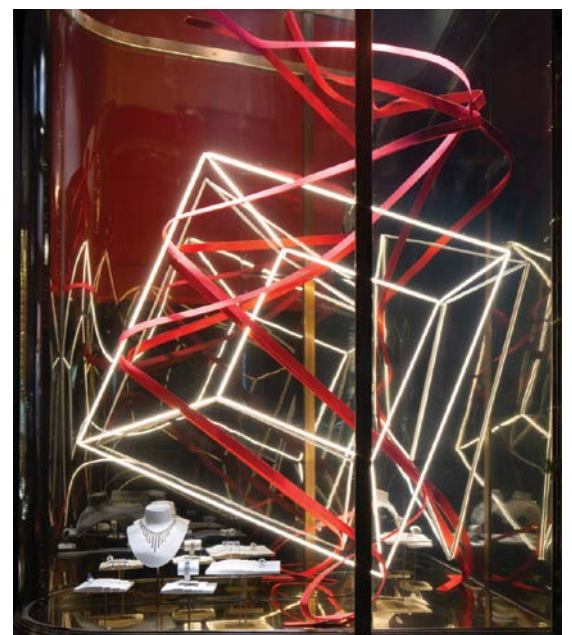
Kesslers Diamonds, Milwaukee, Wis.

↓ "Faceted Diamond Christmas Trees" / Sue Boyle, Retailworks Inc., Milwaukee, Wis.
📍 Sue Boyle, Milwaukee, Wis.




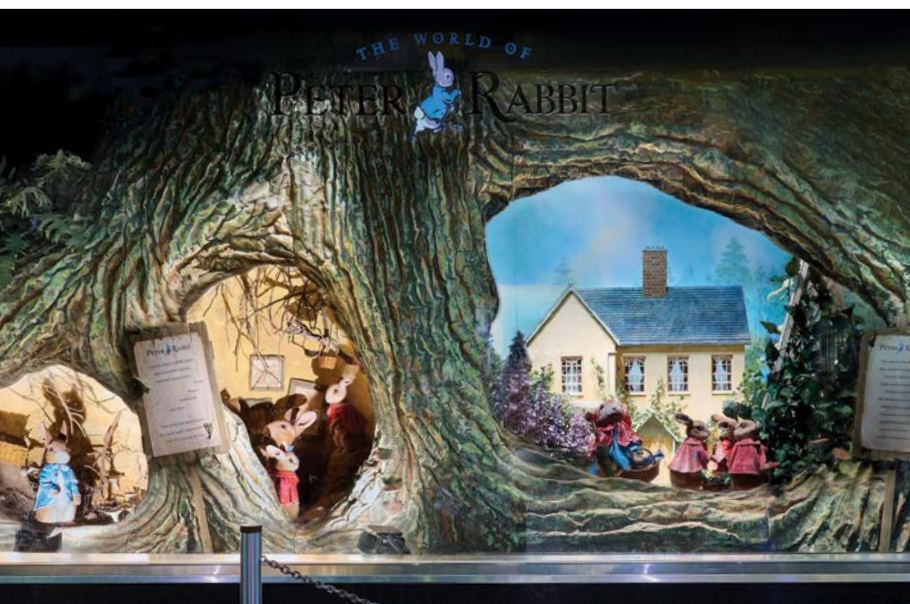
Cartier, New York

↓ "Love is All" / Cartier Team
📍 Photography: Ricky Zehavi, New York




Macy's, New York

↓ "Macy's Holiday Windows" / Manuel Urquiza, Macy's  Bill Waldorf, Knoxville, Tenn.



Meyer, Melbourne, Australia

↑ "Meyer Melbourne Animated Christmas Windows 2021"
John Kerr, Creative & Technical Director, Stage ONE
 Rob Anderson, Melbourne, Australia

Windsor Pharmacy, New York

↓ "Holiday at the Winter Lodge" / Polar Buranasatit, Studio Polarizer, New York  Polar Buranasatit, New York



Saks Fifth Avenue, New York

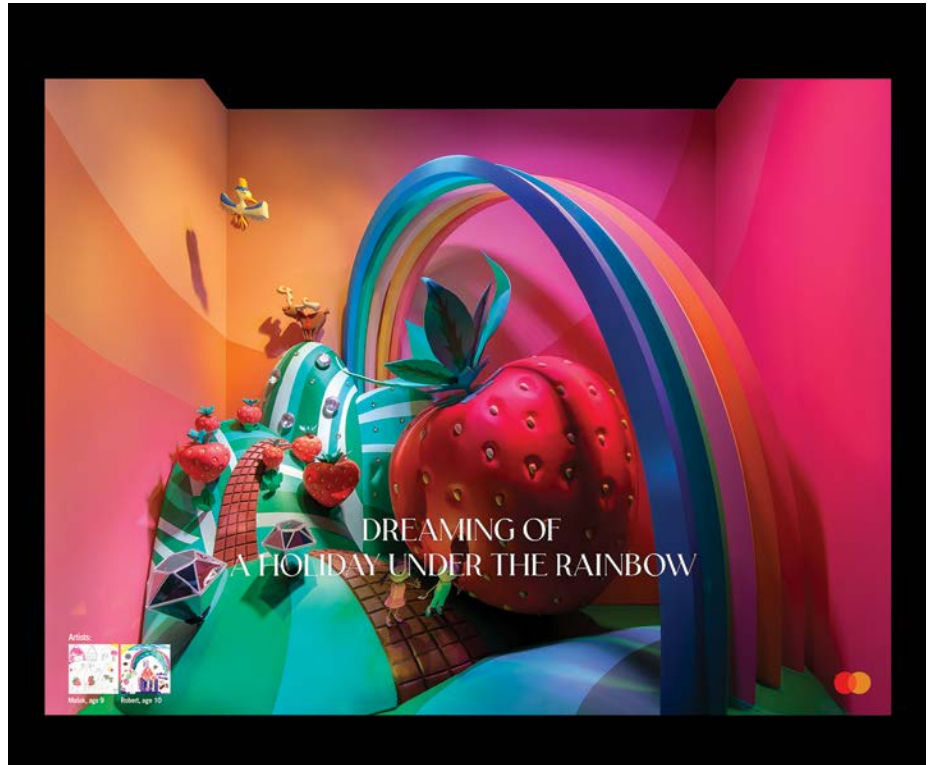
↓ "Dreaming Of..." 📺 Luis Guillén for Saks Fifth Avenue



Kate Spade, New York

↑ "Kate Spade Holiday Rollout"

📺 Courtesy of Visual Citi



Tiffany & Co., New York

← "Tiffany & Co. Holiday Windows"

📺 Ricky Zehavi, New York

De Bijenkorf, Rotterdam, The Netherlands

↓ "Amaze & Admire, Discover the Magic of the Festive Season" / De Bijenkorf Visual Team 📷 Courtesy of De Bijenkorf



New Yaohan, Macau, China

↑ New Yaohan VM Team
📷 Courtesy of New Yaohan



Chiappetta Shoes, Kenosha, Wis.

↑ "Glitter and Gold" / Joe Diefenbach, Head Merchandiser/Manager
📷 Joe Diefenbach, Mt. Pleasant, Wis. ▴