

IN-STORE

Fifth Avenue storefronts foster holiday spirit for consumers

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By JEN KING

The stretch of retail space along Manhattan's Fifth Avenue between 50th Street and 58th Street houses the flagships of numerous luxury brands and retailers who pulled out all the stops to make their bricks-and-mortar locations inviting for holiday consumers.

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Situated on the city's most expensive strip of retail real estate, brands and retailers alike used attractive window displays meant to entice consumers to step inside rather than gaze through the windows as they pass. From the overtly holiday- to the more subtle winter-themed, the windows along Fifth Avenue showcased the allure and sentiment of the season.

Many storefronts along Fifth Avenue continued their holiday motifs inside boutiques to better envelop consumers in the holiday spirit. Some brands choose to do so with in-store entertainment while others transferred digital holiday campaigns and decorations from exterior window displays to the indoors to create a cohesive seasonal atmosphere.

Due to the influx of holiday shoppers, sales associates in many stores on Fifth Avenue informed consumers, upon entry, that many items were on sale. In some cases, the sale promotions are likely to increase purchases made by aspirational consumers, but may harm a brand's image of allure and make sales associates seem pushy.

To counter this, other store associates were attentive, quickly asking consumers if they were looking for a particular item and were able to offer informed product information and interesting brand anecdotes to introduce the brand to unfamiliar shoppers. During any season, consumers appreciate specialized attention and knowledgeable sales associates who are interested and willing to be of assistance.

The holiday window displays seen on Fifth Avenue have become a tourist attraction and part of the season's tradition for countless consumers. Below is a photo album of 2013 holiday windows seen at select luxury brands and retailers found on Manhattan's most exclusive retail space. The photographs were shot Dec. 20.



Salvatore Ferragamo holiday windows



Cartier's holiday windows



Versace's holiday windows



Outside Saks Fifth Avenue



Saks' holiday Yeti theme, interior window



Saks' beauty department's holiday decoration/Chanel beauty counter



Saks' exterior fashion window with winter theme



Fendi's holiday "Bag Bugs" lights



Breguet's holiday window



Gucci's holiday windows



Bulgari's holiday light display



Tiffany & Co.'s exterior holiday decor



One of Tiffany's picturesque window displays



Tiffany's interior decor



Suspended snowflake hung above the intersection of Fifth & 57th/Louis Vuitton flagship



Louis Vuitton holiday goose-themed window



Outside of Bergdorf Goodman



A holiday window at Bergdorf Goodman's men's store



Bergdorf Goodman's holiday-themed windows, Valentine's Day



Bergdorf Goodman's Halloween window



Bergdorf Goodman's Arbor Day window



Inside a corridor in Bergdorf Goodman's jewelry department

Final Take

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