



BEST PRACTICES FOR GIFTING DISPLAYS

PRESENTING YOUR GIFTS

GIVING IS A UNIVERSAL LANGUAGE. WITH BRIGHT COLORS AND BOLD CHOICES, YOU CAN CREATE A GIFT-THEMED DISPLAY THAT CONNECTS PEOPLE ACROSS CULTURES AND INSPIRES THE SPIRIT OF GENEROSITY, NO MATTER THE SEASON.

SANMAR **U**

Product expertise at your fingertips.

TIPS & TRICKS FROM OUR EXPERTS!

THAT FESTIVE FEELING

CAPTURING THE FEELING OF FESTIVITY CAN BE TRICKY – THE RIGHT THEME AND A FEW CHOICE PROPS CAN LAY THE GROUNDWORK.

- PICK A THEME THAT GIVES YOU AN EMOTIONAL CONNECTION
 - AN ICY, WINTER THEME IS A NATURAL FIT FOR THE SEASON
 - A HOMEY, COMFORTABLE THEME INVITES CUSTOMERS INTO A WARM, WELCOMING SPACE
 - CAPTURING LOCAL COLOR AND TRADITIONS INTO YOUR THEME ENGAGES THE CUSTOMER IN A FAMILIAR SETTING
- THE RIGHT PROPS ARE THE DETAILS THAT CAPTURE THE EXPERIENCE
 - SNOW
 - SLEDS
 - PILES OF FIREWOOD
 - WRAPPED PRESENTS
 - SMALL TABLES AND CHAIRS



THE COLORS OF GIVING

COLOR CREATES FEELING. BOLD, FEARLESS COLOR CHOICES LET YOU EXPRESS YOURSELF AND CELEBRATE THE SEASON.

- LET YOUR THEME LEAD YOUR COLOR CHOICES
 - SILVER, WHITE AND SHADES OF BLUE ARE PERFECT FOR A WINTRY THEME
 - ORANGE, YELLOW AND BROWN WORK WELL FOR A HOMEY THEME
 - METALLICS GO WELL WITH THE HOLIDAYS, ESPECIALLY GOLD AND SILVER FOILS
- PAY ATTENTION TO THE TONE YOUR COLORS SET. FOR EXAMPLE, COLORS CAN BE PLAYFUL, SERIOUS OR NOSTALGIC
- THE COLORS IN YOUR DISPLAY SHOULD BE COMPLEMENTARY WITH THE PRODUCTS AND DECORATIONS YOU'RE SHOWCASING
- RED AND GREEN ARE A SAFE COMBINATION ONLY SEEN DURING THE HOLIDAY SEASON
- TRY A FRESH APPROACH WITH NON-TRADITIONAL COLORS, SUCH AS TEAL AND SALMON. THE RESULTS MAY SURPRISE YOU AND YOUR CUSTOMERS!



EVERYONE IS INVITED

A WIDER MESSAGE WILL CONNECT WITH MORE PEOPLE. INVITE ONE AND ALL TO TAKE PART IN WHAT YOU'RE SHARING IN YOUR DISPLAY.

- TRY TO AVOID SPECIFIC HOLIDAY GREETINGS AND SYMBOLS
- INCLUDE MESSAGING THAT IS LIKELY RESONATE WITH ANYONE, NO MATTER THEIR CULTURAL BACKGROUND
- LET THE SPIRIT OF THE SEASON SHOW – HAVE FUN WITH YOUR DISPLAY!

WRAP IT UP

WHEN YOU INCLUDE GIFTS IN YOUR DISPLAY, WRAPPING AND PREPARING THEM CAN BE TIME-CONSUMING.

- FIND SOMEONE WHO WRAPS GIFTS WELL AND SEE IF THEY CAN HELP
- KEEP WRAPPED PACKAGES FROM PREVIOUS SEASONS/DISPLAYS
- REMEMBER THAT THE PRODUCTS SHOULD LOOK JUST AS GOOD AS THE PACKAGES



A FEW FINAL TIPS

- ✓ GO SHOPPING! TAKE SOME TIME TO CHECK OUT OTHER STORE GIFT DISPLAYS AND GET INSPIRED FOR YOUR OWN
- ✓ HOLIDAY PLANNING CAN BE A YEAR-ROUND ACTIVITY. GIFT DISPLAYS AREN'T ONLY FOR THE WINTER MONTHS
- ✓ GET PLAYFUL WITH PROPS: BOARD GAMES, BOOKS, BATH PRODUCTS AND CANDLES CAN ALL BE FUN ADDITIONS TO A GIFTING DISPLAY