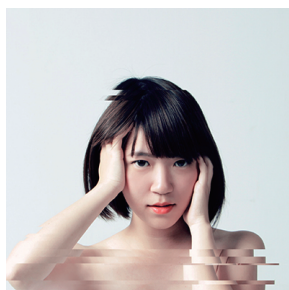


櫥窗效應



王 蔚綺 -
Wang, Wei Chi

平面設計 / 插畫 / 攝影
Photoshop / Illustrator / InDesign
lo351502@gmail.com



陳 羿禎 -
Chen, Yi Zhen

平面設計
Photoshop / Illustrator
a40181@gmail.com



吳 昀孟 -
Wu, Syu Meng

平面設計 / 包裝設計 / 插畫
Photoshop / Illustrator / InDesign
searchdreamcara@gmail.com

「櫥窗就像一面鏡子：呈現自己的姿態，也照出消費者內心的渴望。」

"A shop window is like a mirror which shows people's figure and reflect customers' inner desires"

櫥窗代表著品牌形象與意義傳達，更重要的是如何吸引消費者，給予他們入內購物的理由。那究竟是怎樣的櫥窗能引起消費者的購物欲望？我們不停思考「有沒有更好的呈現方式？」

我們以故事包裝櫥窗，讓消費者產生共鳴，創造話題性，並藉由無限的創意，激盪出新的觀點與空間形式，讓櫥窗有更多的可能性。

A shop window represents brand's image and conveys its' message.
More importantly, a good shopwindow can attract customers to walk in and buy things.
However, the question is what kind of shop window can trigger customers' purchasing desires.
We keep thinking if there has a better way to display.

We display our window with stories which can relate to customers and generate marketing buzz. Also, we try hard to make our shop window special with creative ideas.



四季模型 The Models of Seasons

針對四季來做發想，將其製作成模型，分別為：

春之誕生－春天是誕生的季節，也是人們展開冒險、踏上旅程的季節。

夏之夢想－使用捕夢網作為主元素，希望人們能平安勇敢去追逐夢想。

秋之流逝－對時間流逝的感嘆就像看似溫暖且平靜的海洋，正緩緩淹沒我們生活的空間。

冬之圓滿－與家人們的團聚時刻，將對未來的期許化為一顆顆的湯圓入腹。

The development of concept is season. The following information is provided to illustrate our ideas.

Spring of Birth

spring is the season of birth when people get their adventure and journey started.

Summer of Dream

the core concept is a dream catcher, which is considered a good luck.

With a dream catcher, we wish people can pursue their dreams with courage and make them come true.

Autumn of Lapse

we sigh because time flies. It just likes an ocean, which looks warm and calm, submerges our living spaces.

Winter of Satisfactory

winter is the time for family reunion and New Year wish. People eat tang-yuan, the symbol of satisfactory, for a good luck.

