1. _____: The practice of displaying products in a way that attracts customers and enhances their shopping experience.
2. _____: The arrangement of products and elements within a shop window to create an appealing visual impact.
3. _____: A prominent feature in a display that draws the viewer's attention and encourages them to engage with the products.
4. _____: A cohesive design that aligns products with a specific theme or story, often related to seasons or promotions.
5. _____: The use of illumination to enhance visibility and create mood, drawing attention to specific products or elements.
6. _____: Written or graphic material used in displays to convey information about products, prices, or promotional messages.
7. _____: Decorative items used in displays to enhance the theme or create context for the products being showcased.
8. _____: The selection of colors used in a display to evoke emotions and create visual harmony.
9. _____: The strategic positioning of products within the display to maximize visibility and appeal.
10. _____: Visual elements applied directly to the window, such as stickers or decals, that enhance the overall display and communicate messages.

**Thematic Display** **Signage** **Window Graphics** **Display Layout** **Lighting** **Focal Point** **Props** **Product Placement** **Visual Merchandising** **Color Scheme**

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