

ABSTRACT

The rapid increase in shopping centers today is the impact of the increasing public need for fashion products, which leads to the massive growth of fashion brands and retail. This raises a new problem, namely the inability of a brand or retail of women's clothing that has not reached the top of mind stage in the eyes of the public, to survive in shopping centers because of the lack of interaction between retail and visitors. Meanwhile the existence of retail in shopping centers is needed to show the existence of a brand so that it can be known and as a means of entertainment for the public. The research focuses on window display design in a retail that is considered most influential visual merchandising tool to attract visitors and be able to build a brand image. The research method used is a qualitative method with a case study approach on several women's clothing retailers in three shopping centers in Bandung with middle to lower community as a target market. The result obtained is that the existence of window displays has a major influence on a retail, but there are factors that need to be considered in designing window displays that need to be adjusted and cannot be applied to every window display because it needs to be adjusted to the target market of women's clothing retail.

Keywords: *window display, visual merchandising, women's clothing retail, middle to lower class.*