

Create your own seasonal display using A&A's Guide to Showstopping DIYD!



SUMMER DISPLAY: Dazzle in the Sun

Romance and reinforce the Jimmy Crystal brand inside your optical space. Create a modern and fresh summer look featuring Jimmy Crystal sun and ophthalmic frames.

- 4.7" Glass Cubes (Michaels, \$9.99 each)
- 5" x 5" White Wooden Plaques (Michaels, \$1.99 each)
- Roses (Michaels or Hobby Lobby, \$2.99/stem)
- Laser Cut Picture Frames (Michaels, \$7.99)
- Suede Gardening Gloves (Target, \$9.99)
- Wicker Charger (World Market, \$8.99)
- 8' Grass/Flower Garland cut to size (Hobby Lobby, \$39.99)
- 5" Clear Plastic Easels (Hobby Lobby, \$1.99)
- Acrylic Risers
- Jimmy Crystal Logo Plaque (A&A Optical)
- Seed packets (A&A Optical)

Tips

- Create interactivity within your space. Brand Seeding: Give Purple Larkspur seed packets branded with Jimmy Crystal to your customers to reinforce your summer theme and "seed" the Jimmy Crystal brand.
- Allocate a small shelf area, pedestal or small table, 12" x 17" or less.
- Less is More. Select a few styles out of your eyewear collection that match with your theme. Do not use the entire collection in one display vignette.
- Use no more than 3 colors in your display or use a tonal color palette. Like colors will carry the eye through the display but not overpower your product.



Recycle & Reuse



Several of the display and prop elements in this display vignette can be used over and over. The prop elements can be used in repetition in larger projects such as window displays.

- **Glass cubes:** The glass cubes you can fill with colored objects like flowers, stones, large colored crystals, holiday ornaments.
- **Wooden Plaques:** Add height or can be used as toppers for the glass cubes
- **Picture Frames:** Fill picture frames with educational and informative product copy, decorative wall paper, wrapping paper or fabric (to use as a display backdrop), fill with brand logo or mention of a special offer.
- **Flowers and Roses:** Flowers can add texture and color to your display, use them inside cubes or shadow boxes or alongside your display.
- **Chargers and serving trays:** Use trays to cluster your display items so that your display has a textural base and border.



Romance and reinforce the Jimmy Crystal brand inside your optical space. Use A&A's guides as a point of reference and for idea generation. When you use creative merchandising and displays, it will not only attract your patients to the featured brand, but also make the eyewear more appealing, memorable and more enticing to buy.

Stay tuned for more dazzling Jimmy Crystal DIYD ideas.

