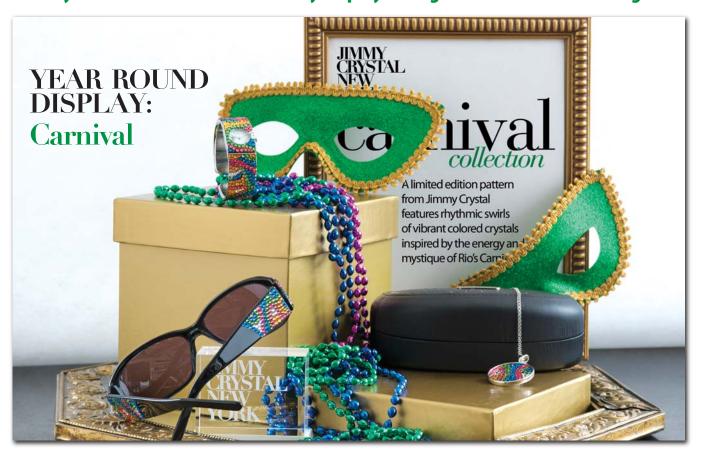
## JIMMY CRYSTAL | DIYD (DO IT YOURSELF DISPLAYS)

## Create your own seasonal and holiday displays using A&A's Guide To Dazzling DIYD!



Romance and reinforce the Jimmy Crystal brand inside your optical space. Create a colorful, fun-loving Carnival display featuring Jimmy Crystal style JCS911 with matching accessories.

- Masks (Party City, \$2.99 each)
- Bead Necklaces (Party City, \$0.39 each)
- 11"x 14" Gilded Gold Photo Frame (Michaels, 9.99 \$15.99)
- Vintage Brass Serving Tray (Etsy.com \$14.99)
- Jimmy Crystal Logo Plaque (A&A Optical)
- Clear Plastic Easel (Hobby Lobby, \$1.99)
- Gold Nesting Boxes (boxandwrap.com, 5 set package \$42.25)

## **Tips**

- 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 your eyewear cases to reinforce the Jimmy Crystal brand name.
- 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.

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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.

- **Nesting Boxes:** a variety of small, decorative boxes can be used to position product at different heights to create visual interest.
- **Picture Frames:** Fill picture frames with educational and informative copy, decorative wall paper, wrapping paper or fabric (to use as a backdrop), fill with brand logo or mention a special offer.
- 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 form a connection between the target patient and the brand, but also make the eyewear more appealing, memorable and more enticing to buy.

Stay tuned for more dazzling Jimmy Crystal DIYD ideas with each season.

