

# snapshot



Mary's Office

Join us  
for a  
floral design  
workshop

UPCOMING CLASSES

6/21 ENGLISH GARDEN  
7/3 FLOWERS & THE 4TH  
7/12 FRUIT & FLOWERS

8/30 DELICIOUS DAHLIAS  
all levels welcome.



**STOCK UP** In the past year, Gang implemented a new rule for her window displays: only feature merchandise that has backstock. With this new strategy, staff can easily access a duplicate wreath (or cornucopia) without having to first dismantle and restock the display.

**CURB APPEAL** A chalkboard in her window display advertises upcoming in-store events, including weekly workshops. Gang said the simple, welcoming sign often draws in walk-in customers.

## FOOT TRAFFIC-STOPPING WINDOWS

➤ Rachel Gang, owner of Helen Olivia Flowers in Alexandria, Virginia, strategically overhauls her retail displays every three months or so, coordinating the moves to occur just a few weeks before major holidays and during slow months so as not to interfere with busy foot traffic. The shop is located in Alexandria’s bustling Old Town neighborhood, so Helen Olivia’s window displays matter: Potential customers walk by the shop all day. During the last week of August, Gang hires high school students on summer vacation to install wreaths, cornucopias and other autumn-themed props. Those seasonal helpers “have been a godsend,” Gang said, noting that she also brings in high school students to help dismantle her intricate vignettes. 🌿

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