



Color & Light



Color and light have tremendous power to transform the mood and feel of your store, ultimately influencing shopper behavior.

How to approach this trend:

- Harness the emotive power of color and light to elevate store aesthetics
- Explore innovative techniques like fluorescent inks or edge glow to liven up dark spaces, and optical brighteners for shimmery displays
- Lean into the illusion of movement with lenticular printing or small patterned prints that appear to animate and morph as shoppers pass by