

**„eTwin
Shop
Windows“**

ABOUT THE PROJECT



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TERMS OF COMPETENCES AND SKILLS IN THIS PROJECT PUPILS WILL GAIN

- Talk about marketing strategies
- Improve your foreign language
- Develop critical thinking
- Teambuilding

WORK PROCESS

- Take photos
- Exchange photos
- Describe / Analyze photos
- Give feedback to the other groups
- Vote for the most successful photo in each category
- Make up a leaflet/brochure with eTwin shop windows

EXPECTED RESULTS

Pupils are able to speak critically in a foreign language.
They can compare different countries in their shop window design.

FRANCE



FEEDBACK FROM GERMANY

Basically, the all the decorations are more simple, but sometimes less can be better. Through the big windows you can easily have a look, but there are some cute details.

FEEDBACK FROM LATVIA

Very colourful and pretending to have lots of items are your shop windows packed with information and advertisement, which attract people's attention and therefore the people themselves. Every shop you showed, was decorated with a lot of colourful lights.

GERMANY



FEEDBACK FROM LATVIA

ENGLISH

We recognised, that the building where the Shoe-shop is, is really beautiful. Through the big windows you can easily have a look on the goods inside. Because of the good light you want to go inside. If you take a look at the photo of Rossmann you immediatly recognise the many stand-up displays. Is that typical for Germany? Basically the all the decorations are more simple, but sometimes less can be better. There are not so many products in the shop-windows, but that's not obligatory necessary. Actually it is not vry clear for us, why you took a picture of McDonalds, because that is an american restaurant and doesn't have any decorations at all. At the fish-store we think it is positive that the signs are hand-written, what makes it special. We really like the decoration of the Koerbchen, because it is connected with the season of the year. The DER-shop is also in a very nice building. The NewYorker doesn't look any different than here in Latvia. In brief we can say that the design of the german shop-windows isn't too much, but there are some cute details.

GERMANY



FEEDBACK FROM LATVIA



Uns ist aufgefallen, dass zum Beispiel das Haus, in dem der Schuhladen ist ein schönes Gebäude ist. Durch die grossen Schaufenster hat man eine gute Sicht auf die Waren im Inneren. Durch die Belichtung wirkt der Laden sehr einladend. Bei dem Foto vom Rossmann fallen vor Allem die vielen Aufsteller auf. Gibt es das oft in Deutschland? Im Allgemeinen sind die Dekorationen in allen Schaufenstern eher schlicht. Es sind nur einige Produkte im Schaufenster zu sehen, allerdings muss das nicht unbedingt negativ sein. Manchmal ist weniger mehr. Das Foto von McDonalds koennen wir leider nicht ganz nachvollziehen, weil McDonalds ja eine amerikanische Fastfood-Kette ist. Generell sind die Schaufenster dort sowieso nicht dekoriert. Bei dem Fisch-Geschäft faellt positiv auf, dass die Tafeln mit Hand beschrieben wurden, was dem Ganzen einen besonderen Touch verleiht. Die Deko beim Koerbchen gefällt uns sehr gut, weil es schön zur Jahreszeit passt. Der DER-Laden ist in einem schönen Gebäude untergebracht. Der NewYorker sieht nicht viel anders aus als hier in Lettland. Abschliessend koennen wir sagen, dass die Schaufenster in Deutschland nicht uebermaessig dekoriert sind, aber es gibt einige kleine Details, die nett aussehen. (Entschuldigung wegen der Rechtschreibung, aber auf unserer russischen Tastatur gibt es leider keine Umlaute.)

LATVIA



FEEDBACK FROM GERMANY

Your images are amazing for us, because we found a lot of similarities to our own shops.

Very colourful and pretending to have lots of items are your shop windows packed with Information and advertisement just like ours.

We have a similiar way of presenting clothes with the help of shop dummies in clothes shops.

ARMENIA



FEEDBACK FROM GERMANY

Your shop windows are very different from the others. They are not overloaded with too many items and show the possibility to look inside. They are smaller, which fits to the size of the house very well. Above most of your stores are big signs, which attract people's attention and therefore the people themselves. You find lots of information on these signs, so you know exactly what to get there, that's why special shop windows are not needed.

FEEDBACK FROM LATVIA

The shop windows have a lot of variety and personality. There are not two designs that look the same and each shop has its own way of presenting itself and the products it's offering. Some windows are more creative than others but none of them are overbearing, quite casual and inviting. Shops mainly use a lot of bright colors that contrast well and go well with the main buildings. In comparison to the other countries you cannot see any big shop-windows, it kinda makes sense because the shops in general look a little bit smaller. We also recognised that your shops often have a part outside, which is probably because of your hot weather.

CONCLUSIONS

FROM **FRANCE**

French session -
2A Classroom

Goal :

Making a tool/grid to analyse shop windows.

We have studied an interview of a window dresser, a marketing professional to create together an analysis grid for shop windows. For us, a successful shop window must have a topic, an easy to recognize and to understand thematic/theme. It has to tell a story and deliver/convey a message.

Futhermore, we noticed that colours and decorations must match the thematic. The lighting is also very important to highlight the product on sale.

On the other hand the price is compulsory according to the French law.

To finish, a shop window must be attractive and entice the customer to enter the shop and to buy products.

French students

COMMON CONCLUSIONS

In general, we consider the project to be successful, because we have achieved the goals we set-

- Talk about marketing strategies
- Develop critical thinking
- Improve your foreign language
- Teambuilding

The project shows how different the shop windows are in each country.



Team work in Armenia, 30.09.2017.