

Monday 16 December 2013

WEST RYDE SHOPFRONT PEOPLE'S CHOICE

The community has chosen. The overall winner of the West Ryde Shopfront Showcase People's Choice Awards is RAVI's HOUSE OF SPICES. There was also great support of the Manilla Mart and Helen De-cut Salon.

Visual merchandising student Danielle Graham transformed Ravi's House of Spices into an eye catching shopfront that has changed the street scape of Ryedale Road, West Ryde.

Shailly Dargan, business owner of Ravi's House of Spices, was hoping to achieve an increase in her customer base. She noticed that there are a lot of customers that were not aware of her shop's existence, especially for new comers to the area.

By being part of the Shopfront Showcase Project her revamped shopfront display can now provide good advertising for her business and get the local community to take notice.

This was undeniably achieved by visual merchandising student, Danielle Graham, who truly captured the theme of the shop:

"... I plan to bring the front of the store back to life and draw people back in by visually stimulating their senses in much the same way a curry does to your taste buds. I want the window to look delicious and irresistible and get the community switched on to the power of authentic spices"

As part of the month long competition, four lucky voters each won a \$50 gift voucher to spend at any of the participating retailers of the project.

1. Week One winner: Graeme Chung (chose retailer Bikeology for voucher)
2. Week Two winner: Christine Keavney (chose Ravi's House of Spices for voucher)
3. Week Three winner: Janelle McIntyre (chose Bob's Models and Hobbies)
4. Week Four winner: Edna Masesar (chose Helen De-cut Salon)

The West Ryde Shopfront Showcase project was highly successful with both retailers and students. Owner of Mr Piano, Peter Zhou, said: "It was a great initiative and provided benefits for not only me, but also the students and TAFE. I'd definitely recommend doing it again."

The strong partnerships with the West Ryde Chamber of Commerce and TAFE NSW-Sydney Institute Visual Merchandising department may establish this shop local initiative as an ongoing feature in West Ryde.

Photo Opportunity: Retailers and students at presentation of People's Choice Award. Thursday 19th December, (4pm), (Ravi's House of Spices, 13 Ryedale Road, West Ryde)
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