

PROJECT CITY MALL - Weekly Business Site Meetings

Cashel Mall - Every Wed 11am @ In Italia Guthrey Centre

# Centrestage

Keeping you up with the play in Central City

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CENTRAL CITY BUSINESS ASSOCIATION

## WINDOW OF OPPORTUNITY

They say the eyes are the window to the soul. The same applies to the window of your business. I am always perplexed about the number of business windows not making full use of the opportunities going past each day.

To make the most of your shop window, you must put something attention-grabbing in it. Use colour, lighting and props to create something exciting. Change the display regularly and look at it daily to ensure it is clean, signs haven't fallen down and things are the way you want them.

There's a saying in suburban shopping centres that identifies why it's necessary to keep your window exciting: 'mall blindness'. The same applies in the city. If you see the

same thing every day, you start to ignore it or become blind to it.

Your customers are busy people and want to get in and out as quickly as possible. They have a pre-determined route to travel quickly and precisely - you need to distract them and lure them in. Your shop window is the tool that can alter their intended path. A great example of making a window an attraction is the Ballantynes Christmas window. Over time it has become a major city feature that brings thousands of people into the city just to see it. These people go on to spend money not only at Ballantynes but other businesses as well.

Your window is the most important tool for bringing you more business. Please make the effort to use it.

How do you make a traffic-stopping display? The possibilities are endless but the key is to focus on a product or theme, rather than simply exhibiting a collection of items.



**Paul Lonsdale**  
Central City Manager  
Business Association



Fortnum & Mason  
Piccadilly, London



Galeries Lafayette,  
Boulevard Haussmann, Paris



Harvey Nichols,  
Knightsbridge, London



Stella McCartney for Adidas  
Oxford Street, London



**EARTH HOUR**  
8.30 - 9.30pm, Saturday  
28th March

For more information visit  
[www.earthhour.org](http://www.earthhour.org)

## Earth Hour Unplugged - Free Concert

Cathedral Square from 6pm until 10pm on Saturday 28 March

A free Earth Hour concert will be held in Cathedral Square this month as Christchurch attempts to beat last year's power saving effort.

The garden city was the only New Zealand centre to take part in the inaugural Earth Hour 2008, a global initiative.

"Sixty-three percent of Christchurch residents switched off their lights during Earth Hour last year, along with about 200 local businesses," says Mayor Bob Parker.

Taking place in Cathedral Square from 6pm until 10pm on Saturday 28 March, the Earth Hour Unplugged concert boasts a line-up of six local bands with Dr Sanchez, Hera, Ragamuffin Children and The Easy Hearts setting the mood, and The Eastern and the Flip Grater Band performing during Earth Hour from 8.30pm until 9.30pm.

Earth Hour Unplugged will kick start with the dynamic sounds of Dr Sanchez on Latin guitar.

Concert-goers will also have the chance to win great energy efficient prizes, including a home insulation package, new bike, solar lights, an eco-office package and an energy audit of your home.

The Christchurch Cathedral and Chalice lights will be turned off, several short films will be screened inside the cathedral, and an energy awareness expo will be held in the square.