



SHOP WINDOW THEME:

# OCEAN & ENVIRONMENT

A different take on the summer, beach and ocean  
to raise awareness for the beauty and  
fragility of the oceans

# STRIKING, BUT EASY TO IMPLEMENT

I hope that you will find this idea for a shop window useful and different.

It's striking, but also very easy to implement.

This idea for a shop window came from one of the trends for this year and focus on the pollution of the oceans.

Our new WHALE blanket is a focus point.

You can use as much or as little plastic to accommodate your shop's image and style.

And of course many other products can be nice props and decorations to complete the look.

I have literally collected some plastic during my walk around the local area.

And two old garbage bags got a second life as a backdrop.

*Valentina*



# A WHALE BLANKET

*Inspiration & trends*

Design inspiration:

Inky  
Stylized waves  
Moody blues with shades of  
aqua green

Shockingly, in 2017 the Ellen MacArthur Foundation, in partnership with the World Economic Forum, predicted that by 2050, plastic in the oceans will outweigh fish.

Every year several million tons of plastic waste end up in the ocean.

Last year the United Nations Environmental Assembly launched an unprecedented global campaign to eliminate plastic pollution in the ocean.





## BACKDROP IDEAS

*Painted backdrop*

If you can have a painted backdrop in your shop window you can go for yellow as a contrast to this blue WHALE blanket.

Or you can choose softer natural sand tones for a calmer color palette.

**Here I have used old plastic bags as waves.**



## RE PURPOSING WASTE

*that not only does good but looks  
stylish*

Here are the two old garbage bags that got a second life as a backdrop.

Cut them to open, or shred them (look for more backdrop ideas on the next pages).





# ADJUST

Here are two plastic bags filled with plastic.

A more constrained approach to decorate but still will help to get the message across.

## **Other products:**

Show the alternatives for better environmental choices: perhaps you sell reusable water bottles or canvas bags.

Who else lives in the oceans: big stuffed whales and other animals from <https://www.bigstuffed.com/> will really pop out with plastic as a background.





## A WHALE BLANKET

Our new WHALE blanket is made of GOTS certified organic cotton and is woven and sewed in Germany.

Size 75x100 cm – which is 16% bigger than the usual blanket size on the market and therefor can be used up till 5 years of age.

**To order:**  
[trade@fabgoose.com](mailto:trade@fabgoose.com)