

YOU ARE ON THE VIP LIST! ✧ + *

Thank you so much for securing your pre-order
of The **Holiday Storefront Playbook**.

The Studio is currently putting
the finishing touches on the designs.

The complete playbook
will land directly in your inbox
on **September 1st**, leaving you just enough time
to source materials and plan your Q4 installation.



[KRAFTANDCARAT.COM](https://kraftandcarat.com) ©

FOLLOW US ON [PINTEREST](#) FOR DAILY INSPIRATION
FOR PERSONAL & PROFESSIONAL USE ONLY. NOT FOR RESALE



SNEAK PEEK OF THE 5 HOLIDAY CONCEPTS

To ensure your storefront doesn't just look beautiful, but actively drives foot traffic, these 5 aesthetics were meticulously curated based on our Studio's design forecasting and the latest macro-trends surging on Pinterest. Get ready to leave predictable holiday clichés behind. Here is a glimpse of 5 high-end aesthetics waiting for you:

The Drama Opera (Crimson Velvet & Gold)
The Galactic Blue (Space Age & Silver)
The Mystical Nature (Moss & Raw Wood)
The Gothic Romantic (Black Lace & Mystery)
The Poetic Winter (Luminous White & Paper)

YOUR PRE-LAUNCH HOMEWORK

While you wait for September 1st, here is your first assignment:

1. Step across the street and take a clear, straight-on photo of your empty window.
2. Measure the exact Width, Height, and Depth of your display area.
3. Do a quick inventory of your backroom: what props (pedestals, mannequins) do you already own that can be recycled?

See you on September 1st!



[KRAFTANDCARAT.COM](https://kraftandcarat.com) ©

FOLLOW US ON [PINTEREST](#) FOR DAILY INSPIRATION
FOR PERSONAL & PROFESSIONAL USE ONLY. NOT FOR RESALE