

On November 5, 2024, President of the Republic of Belarus Alexander Lukashenko signed a letter on the readiness of our country to join the BRICS. The status of a partner country provides for participation on a permanent basis in special sessions of BRICS summits and meetings of foreign ministers, which ensures the development of trade and investment ties of the Republic of Belarus.

On this basis, the following main prospects for the Republic of Belarus in the context of current trends in the development of the world economy can be emphasized:

- integration into the Eurasian Economic Union – access to a wider market, lowering tariff barriers and creating opportunities for investment and cooperation;
- development of the digital economy – potential for creating new businesses and jobs, improving the efficiency of public services, which implies the need to develop digital infrastructure;
- strengthening interaction with international organizations – access to financing, technologies and expertise, but requires harmonization of domestic policies with international standards;
- development of science and education – creation of new technologies, increasing competitiveness in the world market, which requires investment in research and development activities and modern educational institutions.

To summarize, it can be said that the Republic of Belarus has a good potential for successful development in modern conditions, for this purpose it is necessary to implement and develop existing measures to create a favorable investment climate, improve the system of education and science, and strengthen international relations.

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## **THE WINDOW DISPLAY AS A PART OF BRAND MARKETING**

### **Витрины как часть маркетинга бренда**

The purpose of this article is to briefly review modern window display designs from a marketing perspective [1].

The window display, as a part of brand marketing, plays an important role in connecting the brand, product, and consumer. Through window displays, people can get the information about the brand in the first time, such as: target audience, market price, style characteristics, and new product features in the store

In Western countries, various distinctive window display models have gradually been formed, showcasing not only the products themselves but also the cultural heritage of

different countries brands. However, at present, most Eastern countries are in a vague stage window product displays, with a tendency towards «homogeneity». It is necessary to highlight the unique style and characteristics of the brand, which can better facilitate sales and a connection between the brand, the product, and the consumer. This will enhance the market sales of the product and achieve the ultimate marketing effect.

Situation-based window display refers to the creation of effective scenarios by combining different themes and environments, thereby creating an atmosphere that immerses the consumer triggers associations with consumption scenes [2]. For instance, Hermes' situation-based window display creates scenes such as outdoor knights, incorporating various abstract elements to reflect a sense of noble. This brings consumers into specific scenarios, allowing them to feel the brand's impact and awaken their emotional identity, which is then converted into actual purchasing power. This the most effective way to promote product purchases.

The display window is an important interface for brands to showcase themselves to the public, and creative window displays play a significant role in promoting the brand image [2]. This innovative window design approach can better emphasize the brand's theme, allowing consumers to perceive the contemporary trend of the brand culture, and thus gain love and attention from consumers.

In the context of intelligence, advanced science and technology have provided new directions for window displays, which can rely on AR, VR, and artificial intelligence to virtualize products. This allows products to be more three-dimensional and enables consumers to understand the content of the window from multiple perspectives. It can break through the limitations of traditional window displays being «flat» and «simple», and 3D displays are more helpful in helping consumers build a comprehensive understanding of products, which is of great significance for promoting the effectiveness of window displays. The visual effects displayed in the window have a boosting effect on marketing [3]. The responsibility of visual marketing is to maximize sales, which is achieved by attracting customers the store through window displays, prompting customers to shop in the store, and ensuring that customers have a good shopping experience, thereby increasing sales.

## References

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