



## Welcome



Season's Greetings to you all and a huge welcome to this fantastic Christmas edition of the BDS Spotlight magazine.

We've had some pretty big changes recently at the BDS, call them early Christmas presents, I have now taken over from lain as Chair and Barbara Chapman has been appointed Vice Chair.

Barbara and I would like to thank lain, John and all the BDS Leadership Team for their hard work and relentless dedication, that has seen the BDS continue to grow and prosper, especially during the challenging post pandemic times.

We have some pretty big exciting changes coming in the near future at the BDS, (call them late Christmas presents!) but currently too soon to unwrap, so keep an eye out as we'll announce them in future editions of Spotlight magazine.

This edition of Spotlight is full of exciting and innovative Christmas displays. Having spent many hours in my career working though the night to add that special magic touch to a window or interior product presentation, I know how exhausted you all must be. Well done to everyone who has produced the amazing festive delights that now adorn our high streets, I never cease to be impressed by the creativity and ingenuity of the people that make every retail season extra special.

I hope you have a fantastic Christmas break, a great New Year and look forward to seeing you in 2025!

Paul Symes Hons.FBDS

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#### Disclaimer

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## **Newsletter Editor**

Please contact Elaine Fisher for details regarding articles and advertisements for future issues Email: admin@britishdisplaysociety.co.uk

Chair: Paul Symes

# Copy deadline for March 2025 edition 5th February

Email: admin@britishdisplaysociety.co.uk









# Fast-fashion installation at the Central Quad, TUDublin







The Year Two Visual Merchandising students @tudublin-artanddesign embarked on a project that not only showcased their artistic skills but also contributed to climate awareness. They collected preloved clothing to recreate the famous' warming stripes,' a visual representation of global temperature rise created by climate scientist Professor Ed Hawkins at the University of Reading. Each stripe they created represents a year, serving as a powerful reminder of the urgent need for climate action.

The students worked with @ TUDublinsustainability Technological University Dublin, which was influenced by an Art Installation by DeMontford University. The theme was to recreate the 'warming stripes' using a different type of fast-fashion installation at the Central Quad at TUDublin. Students collected preloved clothes and repurposed fabrics for the Student Climate Summit at Technological University Dublin, led by TU Dublin's Sustainability Education Team and supported by N-TUTORR.



The Visual Merchandising and Digital Marketing TUDublin students worked with an industry partner, Change Clothes. Change Clothes is a fantastic community-based, not-for-profit clothing reuse hub. It is working hard to prevent clothing waste at the community level before it becomes a global problem and creates opportunities for change.

The students showcased their work for Mary Fleming, founder of Change Clothes. In groups, the two disciplines have been working on a sustainability strategy for Change Clothes. The digital marketing students created posters with their chosen digital marketing ideas aligned with the UN SDGs, and the VM students designed and built installations that promote changing clothes with conscious materials.

The event at the Grangegorman campus of Technological University Dublin was a huge success. The work was terrific, and the cross-discipline factor enriched the students and staff. Everyone in the room—students, tutors, friends, and family—now knows Change Clothes.



1. Not Your Nanny's Wardrobe

#### 2. Face it! Denim is here to stay



3. Landfill

People mingling at The Change Clothes Event



4. The Capsule



5. Clothing holds memories



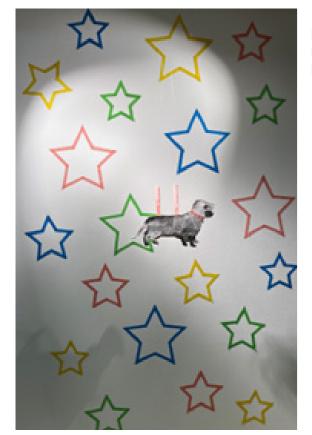




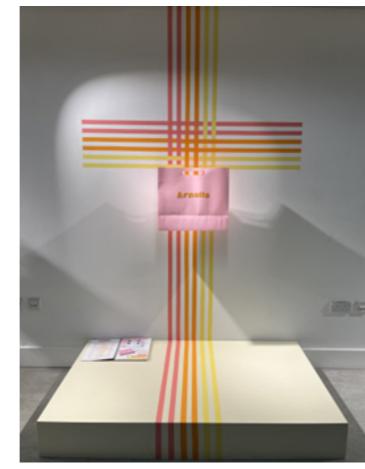


Year 1 Visual Merchandising TU Dublin School of Art and Design, packaging brief using only tape as a prop/backdrop.

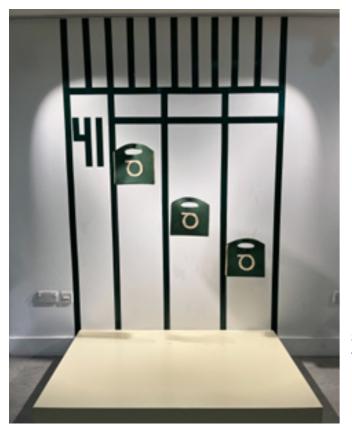




Emily Lawless Year 1 Visual Merchandising TU Dublin School of Art and Design, packaging for Dublin store Article.



Andrea Cash Year 1 Visual Merchandising TU Dublin School of Art and Design, packaging & window design for Arnotts Department store Dublin



Holly Geraghty Year 1 Visual Merchandising TU Dublin School of Art and Design, packaging & window design for Irish Design Shop.



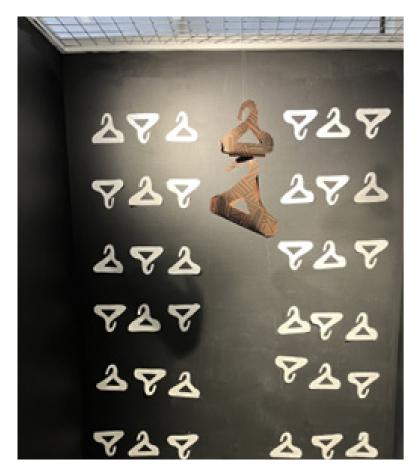
Kellen Rochford Year 1 Visual Merchandising TU Dublin School of Art and Design, packaging & window design for Irish Design Shop.



Conor Delaney Year 1 Visual Merchandising TU Dublin School of Art and Design, packaging & window design for Brown Thomas



Sarah O Sulivan Year 1 Visual Merchandising TU Dublin School of Art and Design, packaging & window design for Irish Design Shop.





Caiylyn Mc Guill Year 1 Visual Merchandising TU Dublin School of Art and Design, packaging & window design for Dunnes Stores.



Niamh Gannon Year 1 Visual Merchandising TU Dublin School of Art and Design, packaging for Dublin store Article.



Alannah Mullin Year 1 Visual Merchandising TU Dublin School of Art and Design, packaging & window design for Irish Design Shop.



Sarah Dawson Year 1 Visual Merchandising TU Dublin School of Art and Design, packaging & window design for Arnotts Department store Dublin



Ella Foster Year 1 Visual Merchandising TU Dublin School of Art and Design, packaging & window design for Irish Design Shop.

Robert Dunne Year 1 Visual Merchandising TU Dublin School of Art and Design, packaging & window design for Arnotts Department store Dublin



# Hugh Baird 6

Helen Goodwin, from the BDS Leadership team, presented medals and certificates for the BDS Centre of Excellence End of year Competition at Hugh Barid College.





GOLD AWARD: LILLIE SCOTT



SILVER AWARD: CHRISTOPHER INGRAM



BRONZE AWARD: ACCEPTED BY TOM, ON BEHALF OF EMMA CAPRICE LAVENDER

















# Unveiling Creativity and Sustainability: Visual Merchandising at Hertford Regional College

If you're passionate about design, creativity, and sustainability, Hertford Regional College's Level 3 Extended Diploma in Visual Merchandising and Set Design might be the perfect choice for you. This innovative programme encourages students to explore the world of visual storytelling and set design, preparing them for rewarding careers in visual merchandising and beyond.

A recent highlight of the course was an engaging project that tasked students with designing a series of window displays, each focusing on a Christmas-themed interior space like Bedrooms, Living Rooms, Dining Rooms, and Kitchens. These displays were showcased in the college's David Gentleman Gallery, a dedicated space where students' work receives professional exposure. With the theme of "Living with Christmas," students transformed ordinary spaces into festive, sustainable, and visually captivating designs.

Sustainability is at the core of this project. Students were challenged to source all props and furniture sustainably—either through free sites or by borrowing items from family and friends. This emphasis on responsible sourcing reflects the growing industry trend

toward eco-conscious design and gives students real-world experience in creating displays that are as sustainable as they are beautiful.

To provide a foundation of practical knowledge, the students also participated in an immersive trip to IKEA. This hands-on experience allowed them to study IKEA's approach to designing room sets that appeal directly to their customer profile, broadening students' understanding of commercial display and visual merchandising strategies.

This diploma programme goes beyond just creating displays. Students gain valuable skills in prop making, set design, and brand presentation—all vital for a career in visual merchandising, set design, or interior styling.

If you're ready to channel your creativity and learn practical, career-oriented design skills, explore the Visual Merchandising and Set Design course at Hertford Regional College. For more information, visit our website and see where your design journey can take you!

Lyndsey Gray
Programme Manager
UAL Level 3 Art and Design (Visual Merchandising and Set Design)
Lgray@hrc.ac.uk







## London Christmas Windows







Anthropologie



Fendi





## Fortnum & Mason











## Harvey Nichols













Kurt Geiger





Selfridges













# Maximizing Window Displays with LED Neon Signs

If you're a retailer or restaurant owner, you know that getting customers through your door is critical. One effective way to do this is through visually striking window displays. Research shows that window displays influence purchase decisions by up to 24% and with 85% of consumers drawn to bright and colorful signage incorporating LED neon signs is a surefire way to enhance the visual appeal of your displays, attract foot traffic, and ultimately drive sales.

#### Here are a few tips when it comes to window displays:

#### 1. Know Your Target Audience

To create a compelling window display, it's crucial to understand your target audience and craft designs that resonate with their preferences. LED neon signs offer a wide range of customization options—from color variety to fonts and shapes. For instance, bold fonts and playful designs work well for a youthful audience, while elegant scripts and softer hues cater to a more sophisticated crowd.



#### 2. Use Vibrant Lighting

Lighting is a powerful tool, and LED neon signs are particularly effective at drawing attention. The glowing colors can be used to spotlight products, emphasise key messages, or create an ambient mood that aligns with your brand. Whether you choose a steady glow or a dynamic flashing effect, the right lighting can enhance the overall impact of your display and the color psychology of your store.



#### 3. Incorporate interactive elements or tell a story

Interactive window displays not only grab attention but also encourage engagement. Adding an LED neon sign

that changes color, has animated elements, or tells a story creates a memorable experience for potential customers. Coachtopia created a branded display made from LED neon scraps to celebrate their circular design and production model.

An Insta-friendly display that invites selfies and social media shares, amplifying their reach beyond foot traffic!



#### 4. Refresh Regularly

To keep your displays fresh and engaging, update them regularly to reflect seasonal trends, promotions, or new product launches. This will maintain customer interest. LED neon signs make this easy due to their lightweight, adaptable design.

CUSTOM NEON Email: info@customneon.co.uk Website: https://customneon.co.uk

## Paper Lounge



Visual merchandising is often thought about as being a product display, which leads to products being displayed.

#### What's inspiring about that?

Creating Moments of Magic, Lasting Memories, shared fun, imagined & unexpected experiences to drive instant or considered purchases. That's what we all need to be aiming for. Showing customers what value each item might add to their life.

#### Now that's inspiring!

Paper display furniture ... unexpected? Magical? Memorable? What a joy for any merchandising team to be able to work with something, that's truly different to the merchandising materials they usually have to work with. And then there's the impact on the viewer, the customer. They're always blown away!

The list of attributes that make Paper Lounge 'paper' display furniture such an ideal VM tool is long. We invite you to consider these just to begin with: cost effective in the extreme, it takes seconds to assemble (really!), fold away, or move. It always (see the photos!?) looks stunning. It's unexpectedly durable and can be re-used many times. It's modular, you can build all sorts of display structures with it, or create home, park, office, and resort lifestyle scenes.





Consumers today want help to 'see' products in their lives, their homes. They want to be shown how 'their' lives could look if only they owned this, or that. Buying 'stuff' has gone, VM has a whole new responsibility to consumers, VM experts must now work hard to help consumers imagine, remember, and most importantly 'feel' how life could be improved with the addition of this specific item. They want confirmation that it's not a frivolous purchase, it's a Necessary purchase.

Paper Lounge has enabled VM teams across the world to give of their best, be their most creative. It's fun to work with, can be integrated with existing furniture and props, it's probably the most adaptable display tool they've had to work with for years!

Paper Lounge is here to support your VM displays, to help you make them stand out from the crowd. Paper Lounge transcends the noisy sameness of your neighbours, providing colourful, exciting and above all else, Engaging scenes, works of art and pictures. Customers will want to jump right into them and immerse themselves in your story, hoping to make it theirs.

Paper Lounge display furniture brings fun, joy, and laughter to help you bring even more creativity to all that you do in your VM activities.

We can ship our furniture worldwide (it's comparatively cheap to, even New Zealand!) every item will concertina to a thin flat pack box, just like a piano accordion, in fact you'll look and feel like a musician playing an instrument when you find yourself working with it!

But it's not just for use in window & instore displays. Paper Lounge furniture looks awesome when used in event, gallery, museum, exhibition, and conference displays. In fact! It's very often been called upon to use as additional, temporary seating at indoor events.

#### What can Paper Lounge supply for use in VM?

Pillars, display tables, plinths, walls, trees, seats, beds, stools, and many other styles in a multitude of colors.

## Stanley partners with Design4Retaill to launch Branded Space in Go Outdoors, York.



Design4Retail (D4R) was approached by Stanley to create a permanent shop-in-shop solution within Go Outdoors' largest store in York. With Stanley's impressive 100+ year history and extensive range of products, D4R was tasked with designing a branded space that compliments and enhances Stanley's iconic collection.

#### **Creating a Scalable and Iconic Branded Space for Stanley**

With hopes to scale, modify and adapt the concept for various solutions, inclusive across retailer estates and in line with seasonal campaigns, D4R created a modular toolkit that elevated solutions for product displays and allowed for effective merchandising. From the iconic 'quencher tumbler' to their functional camping series, D4R were able to showcase Stanley's extensive range of products.

Through enhancing their brand colours and assets, the stories and distinctive nature of the products shone in all their intensity. Creating contrast to their broad collection, dark wood flooring and ash grey fixtures acted as a contemporary backdrop for the brand. By additionally employing magnetic point-of-sale callouts, D4R established an interchangeable visual solution that celebrated the versatility and high-spec features that the brand has to offer.

#### **Elevating the Brand Experience with Personalisation and Premium Design**

Centre stage, between two large, branded shelf fins, stood a functional 'hydration station'. Reimagined with an exquisite rose quartz display, the feature subtly nodded towards their most mesmerising and admired colourway of the Stanley Quencher, promoting the

functionality of the offering. Bringing the branded space to life, and elevating the hype further, Stanley hired an engraver to reward their most dedicated customers. Sat within a custom desk with a branded surround, individuals were gifted free personalisation with a name or word of their choosing to their Stanley Quencher.

Upon completion, the striking premium branding and vibrant illumination of the space instantly drew customers in from the store entrance. The product stood out in bold colour, displayed on a pedestal, inviting consumers to explore the enticing area. The result was a high-end space that not only grabbed attention but also disrupted the customer's journey, significantly enhancing product visibility.

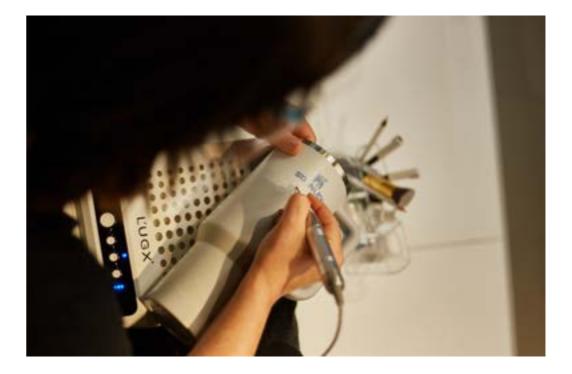
Design4Retail is proud to partner with leading global brands across diverse sectors, bringing them to life through immersive retail designs that engage customers and attract new audiences.











## Shimmerwalls Holiday Projects That Dazzle



As the festive season approaches, Shimmerwalls looks back on some of our most memorable holiday transformations, while preparing to dazzle with new projects. Our past work has turned ordinary spaces into magical holiday showcases, with sequin walls that shimmer and sparkle under twinkling lights. From iconic retail window displays to immersive event backdrops, Shimmerwalls has been a go-to for creating eye-catching, festive displays that elevate brand presence.

With our sequin panels, sequin curtains, rain curtains, or completely custom projects, Shimmerwalls has brought to life the festive visions of many iconic and glamourous brands. Whether it's a sequin wall or snowflakes, Shimmerwalls bring a unique, dynamic touch to any setting.

For this season, we're excited to continue offering bespoke solutions that captivate customers and increase foot traffic.

Our team specializes in creating both small-scale and monumental installations that can be tailored to your brand's aesthetic.

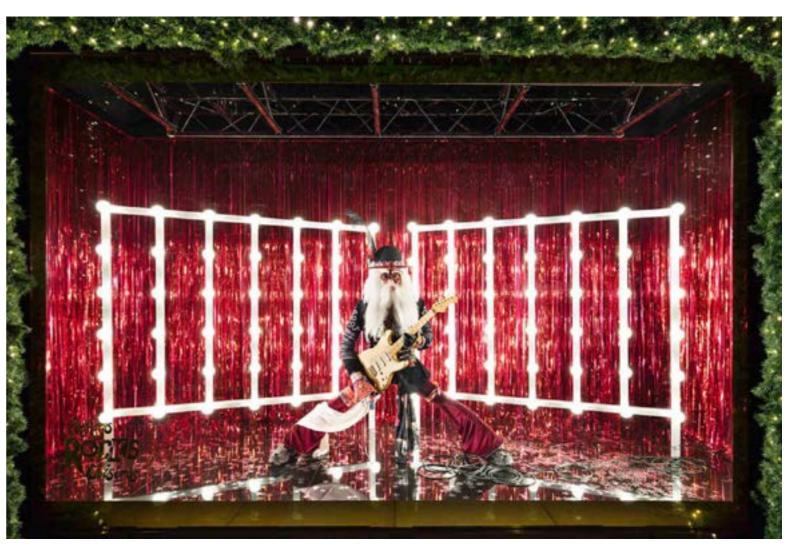
Need holiday display inspiration? Checkout our holidays page and download our holidays brochure: https://www.shimmerwalls.com/sequin-walls-for-christmas.html Email hello@shimmerwalls.com

or go to <a href="https://www.shimmerwalls.com/contact.html">https://www.shimmerwalls.com/contact.html</a> to talk to an advisor, get a free quote, or order samples. Keep on sparkling!









In September I had the opportunity to take time away from work and go travelling. Although it had been booked for many months it was partly a well-deserved holiday but also partly work related.

First stop was Paris, visiting the stores and visiting the Home/Gift Fair, Maison Objet.

Then back home for a few days before flying to Singapore followed by Hong Kong and then onto Taiwan.

Here is a selection of photographs from my French and Asia trip.

Iain Kimmins FBDS









Bacha Coffee Changi Airport Singapore

## Lane Crawford

## IFC Mall - Hong Kong













## Lane Crawford Tsim Sha Tsui

## Canton Road Hong Kong





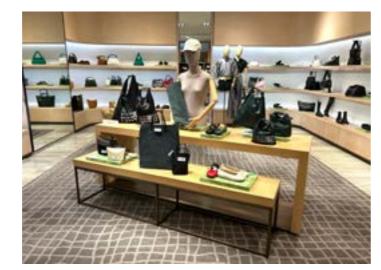
























## Hong Kong Design Institute

Although this was arranged before I started my Asia trip, I was given the opportunity to give a talk to 80 VM/Design students at the Design Institute.

It was a great morning with the presentation about the work of my business (Creative Download) and showcasing the British Display Society.

Many of these students are 1st Year students and expressed an interest in pursuing their VM/Design careers in roles in Europe with some of the major brands. It was great to see so much passion and enthusiasm and it was good to give them an insight into the European/UK retailers.

#### **lain Kimmins FBDS**









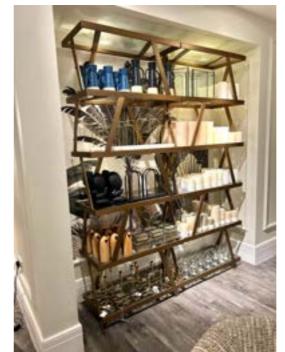
## Prelude Living, Singapore













## Muji, Hong Kong















## Maison Objet, Paris September 2024













## Maison Objet

Paris

September 2024













## Galeries Lafayette

Celebrating
130 years
of retailing
in Paris













## Le BHV / Marais - Paris











## Le Bon Marche Paris









# Merci Concept Store

Paris























## Samaritane - Paris







## Samaritaine - Paris

















## Crate & Barrel Mall of the Emirates, Dubai











## Tanagra Mall of Emirates, Dubai











## Louis Vuitton - Dubai Mall





















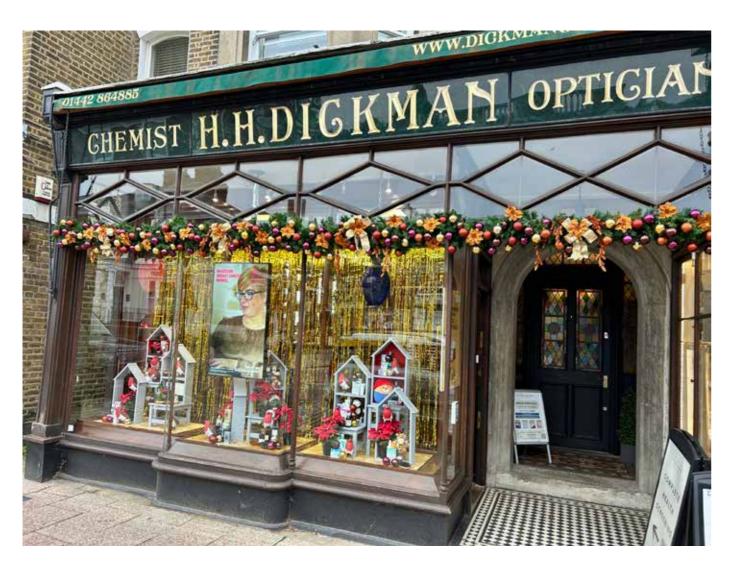
## H.H.Dickman Pharmacy

The Creative Download team had a fun day installing Christmas into this independent pharmacy store in Berkhamsted. With its sumptuous exterior garland, oversized bird boxes from our display studio and hand-crafted robins made by the talented Nathan Ward.

Nathan is a London based paper image maker. He works extensively within the field of paper-craft and enjoys pushing the possibilities of paper as a material. Nathan creates intricately crafted paper illustrations and animations, including large-scale sets, window displays and installations.

Check out his website: www.thisisnathanward.com















## Petter Pharmacy

The Creative Download team installed The 12 Days of Christmas into this independent pharmacy store in Crouch End, London.

Even though it was a small concept, there were many months of planning with the artwork and the hand cutting of all the figures. And yes, there are 3 French Hens, 8 Maids a-milking and 9 Ladies Dancing.

The window displays are always a talking point with the "Crouch Enders" as they are fondly known, and we receive a positive feedback about the various concepts we develop and install from both the customers and the store owners.















# NEW ADDITIONS TO THE COALA INTERIOR FILM RANGE ADDRESS THE CHALLENGES OF MODERN SPACE RENOVATION

The films are ideal for cost-effective makeovers and redesigning spaces in offices, homes, hotels, business premises, shops, or just about anywhere a surface can be covered for a fresh look.

These innovative architectural films, grouped into four new collections, have specific technical features, bringing the complete range to over 520 references.

PVC-Free Collection - Made from polypropylene, these PVC-free vinyl coverings are designed to reduce carbon footprint by up to 30%. With 15 new and stylish finishes, including wood, colour, concrete and stone finishes, the collection offers an environmentally responsible choice without compromising quality or aesthetics.

High-Resistance Collection - These 12 new durable films offer superior abrasion resistance. They are tailored for endurance in the most demanding environments, such as horizontal high-traffic areas like worktops, desks, and countertops.

Exterior Collection—The Exterior collection offers a variety of textures and finishes perfect for facades and other exterior applications. The 11 additional unique finishes can withstand the sun and rain with ease, promising elegance and resilience for up to 20 years.

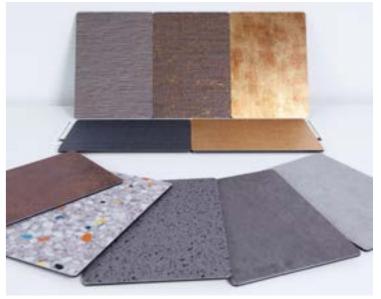
XL Collection - The Coala Interior Film range has been expanded with the addition of black and white XL references, available in 137cm widths. This extra width can revolutionise renovation projects by using less material and making applying easier.

Mike Collins, Product Manager at Antalis: "Renovating walls, furniture, desks and spaces, rather than replacing, is a sustainable solution that is both quick to do and relatively cost-effective. These 40 new aesthetic and high-performance films from the Coala Interior Film range can offer solutions for the most demanding interior and exterior design projects. Antalis is renowned for its comprehensive and trusted Coala portfolio that offers a wide range of materials, including self-adhesive films, banners, magnetic solutions, papers, synthetic films and wallpapers."

To help customers select the right material for the application, Antalis offers Coala swatch collateral and leading samples service.

For more information or to request a sample, please visit antalis.co.uk / antalis.ie or contact Antalis at contact@antalis.co.uk





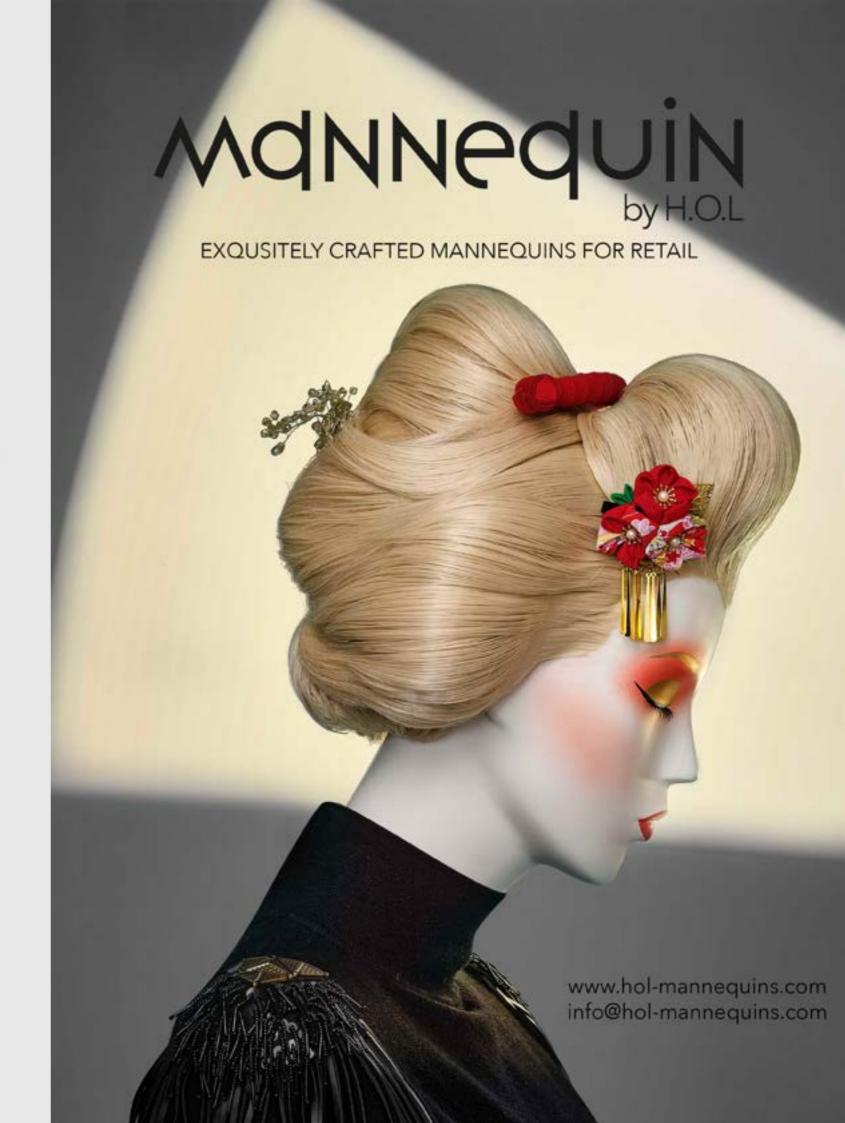




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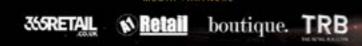
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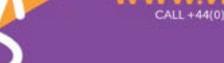
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We're a creative design studio that partners with brands and retailers to create engaging physical spaces that connect with consumers.

briggshillier.com





Welcome to PW Shop by Projectworks London, our innovative B2B platform offering meticulously crafted props, window elements, packaging, and display items. Unique to PW Shop is its feature allowing clients to create detailed briefs, enhancing customisation and project personalisation.

This streamlined platform facilitates efficient project inquiries through integrated forms, departing from the one-size-fits-all model. PW Shop empowers B2B clients to align their briefs with project goals, incorporating pricing examples for informed decision-making. It reflects Projectworks London's commitment to redefining B2B enquiry processes, delivering exceptional, sustainable, handcrafted solutions with a modern, interactive web experience.



CREATIVE PRODUCTION STUDIO

## Sustainable Mannequins Mothercare Riyadh



Railston Mannequins are proud to be part of the growing emphasis on sustainable retail environments. These eco-mannequins were supplied to the Mothercare store in Riyadh as part of the global brands' decision to replace conventional fibre-glass mannequins across all of its stores.







## Go to:

www.railstonmannequins.com/sustainability

To find out more about our range of eco-mannequins.



## Learn the basic steps of display & composition

Short Online Course

Done in your own time & at your own pace

£150.00

## What they say:

Absolutely inspiring! A plethora of practical ideas. My sparkle has been reignited!!

Excellent training and delivery of the course today. I have definitely learnt the basics of visual display.

Really good atmosphere created by the speaker, really well delivered, her experience shines thorough.

It's a really, really good course throughout, I've been enjoying it and impressed with it. (online)

## Find out more by visiting our new website!

www.madeyoulookmadeyoustare.co.uk





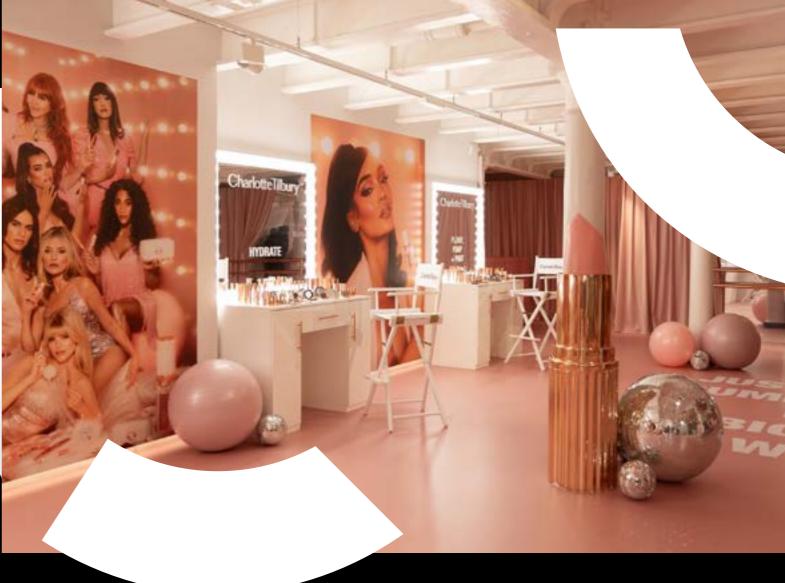
## Sustainable Solutions for Visual Merchandising

## Form it your way

Elevate contemporary retail design with ALTUGLAS™ R-Life multipurpose cast acrylic sheets, a broad portfolio of sustainable acrylic solutions that offer a measurable product carbon footprint reduction, and do not sacrifice performance. ALTUGLAS™ R-Life multi-purpose cast acrylic sheet is made with 100% chemically recycled MMA. Scan the QR code to discover how our solutions can enrich your shopfitting applications.







The Graphical

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Retail Design
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Realisation



Scan to see our work www.design4retail.co.uk

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# Retail Experience & VM Day

Visit multiple retail stores in a small group under the guidance of expert Visual Merchandiser Michelle De Neys and learn how retailers influence and inspire customers to purchase their goods and to get the customers coming come back for more!

Michelle De Neys is managing director of the global VM company MDN Display and Design Ltd. She has been a window dresser/VM for 37 years working with premium brands such as BMW, Porsche, Radley, Mont Blanc, Triumph, Kuoni Travel and Nespresso. Her experience has taken her from in front of the camera giving her experience for VM videos, global VM Manager and retail experience amongst others.

Joining Michelle for this unique day will mean you see and experience retail with a fresh pair of eyes. It will offer you a different perspective on merchandising, observing what works, and what doesn't, what's important and what isn't. We are planning to hold Retail Experience & VM Days at some of the biggest and best retail shopping centres in the UK so there should be a location within easy reach for everyone!

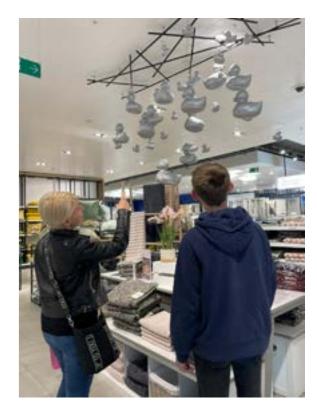
#### **Further details**

#### Costs per person are £250

The day will begin by meeting for coffee and a briefing and will finish at approx 4pm. There will be breaks during the day for group discussion and for refreshments and lunch (and to rest your weary feet!).

Costs for travel to / from the event and for food and drink consumed.

Costs for travel to / from the event and for food and drink consumed during the day is the responsibility of the attendee.





## **Register your interest**

To register interest in attending a Retail Experience Day with Michelle, please email: michelle.deneys@britishdisplaysociety.co.uk with your contact details and we'll be in touch as soon as we have details of a Retail Experience Day in your area.

## A Retail Experience & VM Day will cover the following topics:

- Window display
- The Customer Journey
- How retail staff interact with customers
- Pricing and sizing
- Outfit combinations
- Promotions and offers
- Display stands & mannequins
- How retailers upsell
- How colours are used
- Changing rooms
- The importance of music and how it effects our shopping









- MDN can create and then deliver a strong brand identity for our clients through supporting our creative ideas with a professional experienced deliver team.
- Our team utilise core visual merchandising strategies to bring retail spaces to life, drive sales into the buisness and ultimately deliver an outstanding customer experience.
- We provide our clients with a more personal hands on approach whilst being able to maintain standards and consistency across multi national brands.







We are looking for Freelance Visual Merchandisers/display artists to work with premium brands across Europe and the UK.

We are looking for the right people, with the right experience with a passion for their craft.

As a company we deliver a strong brand identity and love what we do, we are looking for like minded people to join the team.



Please contact: Michelle de Neys michelle@mdn-vm.co.uk

www.mdndisplayanddesign.co.uk



# Does your company supply the Retail or Visual Merchandising industry? Why not become a BDS Corporate Member?

- The endorsement of the British Display Society
- Association with our work in education, BDS Centres of Excellence and our prestigious history.
- Use of the BDS logo on your stationery, media and publicity material.
- Listing on the BDS website with a link to your website.
- Network with other Corporate Members.
- Opportunity to join the BDS Leadership Team
- Free advertising and articles for promotion in the VM Spotlight magazine circulation of 1.9m readers
- Opportunity for your directors and staff to apply for Individual Membership.
- Additional free advertising on BDS social media

FIRST year membership only £150 - Subsequent years £200



Full information www.britishdisplaysociety.co.uk

## CREATIVE DOWNLOAD

VISUAL MERCHANDISING CONSULTANCY

Creating a shopping environment that reflects your brand to ensure that all important customer experience.



From shop fronts, to window displays, to interior visual merchandising, product layout and focal points around the store, Creative Download will ensure that creativity is balanced with the commercial requirements of your business.





www.creative-download.co.uk hello@creative-download.co.uk



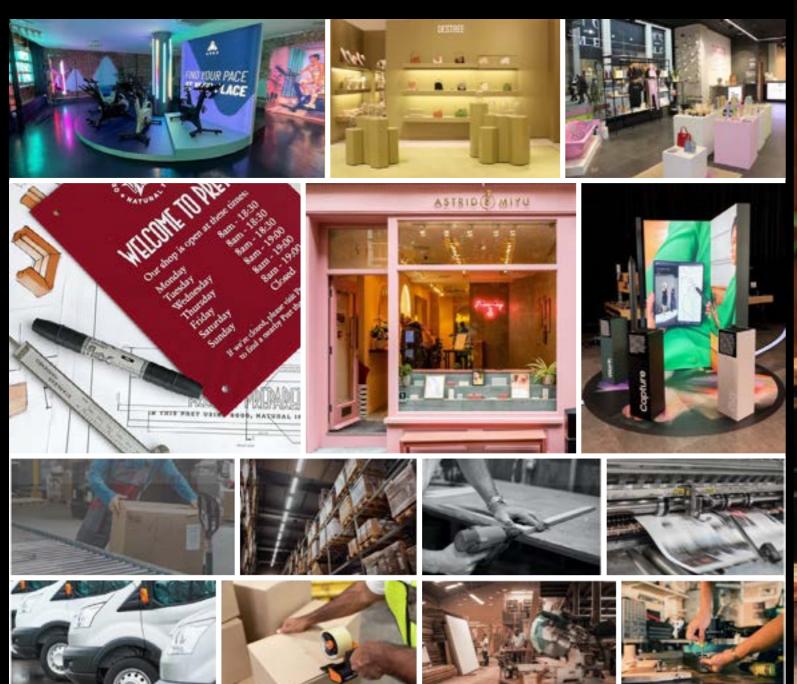




## RETAIL DESIGN EXPERIENTIAL & BRAND EXPERIENCE



# YOUR COMPLETE RETAIL PARTNER





## THE LUGA **EXPERIENCE**

360 AGENCY - VM & SHOP FITTING EXPERTS IN THE RETAIL INDUSTRY.

Visual merchandising Pop up & Event Retail design & POS









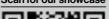


# THE JOY OF UNDERSTANDING IN VISUAL MERCHANDISING

Understanding your brands' needs is key. Gouldiae prioritizes sustainability, up-cycling VM displays with global brands. We specialize in creating and managing VM solutions for fashion, commercial, and hotel spaces. With offices in London and Hong Kong, and powerhouse in Dongguan, we manage logistics worldwide.

# POSITIVE IMPACT WILL BE CURATED.

- **9** Gouldiae VMS offers eco-conscious solutions to brands through upcycling and recycling VM props, both accompanied by certification.
- **9** Our recycling processes materials responsibly, while upcycling transforms them into valuable products.
- **9** Make a positive environmental impact and create employment opportunities through charity initiatives.













+44 (0)1509 238 800 hello@lugabaruga.co.uk



SKISSI

**VISUAL MERCHANDISER** 



Follow:



WINDOW **DISPLAYS** 



"Visual merchandising is not just my job. It's the way I see and feel the world around me."

**STORE DESIGN** 



A successful career in visual merchandising should include a certificate awarded by the BDS

## BDS Online Course

## Includes:

- VM Theory & Strategy
- Brand Identity
- Customer Experience
- Styling Mannequins & Graphics
- Digital

## Flexible schedule

Progress in your own time

## Flexible payment options

- Pay in full Ł475
- Split into 2 payments Ł500 (Ł250 each)
- Split into 10 payments Ł550 total (Ł55 mo)



Follow us on: Instagram @the\_british\_display\_society Facebook facebook.com/britishdisplaysociety



## Shape the future of Visual Merchandising with the British Display Society

Why not become a BDS Member?

Help and support this great industry.

- The opportunity to network with other VM members within The British Display Society.
- Listing on the BDS website for Freelance work.
- Opportunity to join the BDS Leadership Team.
- Free advertising and articles for promotion in the VM Spotlight magazine - circulation of 1.9m readers
- Additional free advertising on BDS social media
- Use of the BDS logo / affix for additional credibility.

Apply for BDS Membership, from only £40 per annum





"A great display is based upon the golden rules of composition"

BDS Visual Merchandising & Display Starter Course

#### Includes:

- How to create a display!
- Basic display rules & guidelines
- How & where to start
- Inspiration & props
- Basics of merchandising
- All in Six Simple Steps

## Format:

- Videos
- Illustrations
- Demonstrations
- Your own Task Book

## Flexible schedule:

- Progress in your own time
- Pick up where you left off

£150:00





## www.paperlounge.co.uk

Paper Lounge is here to support your VM displays, to help you make them stand out from the crowd. Paper Lounge transcends the noisy sameness of your neighbours, providing colourful, exciting and above all else, engaging scenes, works of art and pictures. Customers will want to jump right into them and immerse themselves in your story, hoping to make it theirs.

## What can Paper Lounge supply for use in VM?

Pillars, display tables, plinths, walls, trees, seats, beds, stools, and many other styles in a multitude of colours.





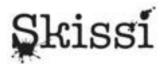
## **BDS FREELANCER MEMBER DIRECTORY**

## THE INTERIORS CURATOR

#### Krishna Antolin ABDS

Creative consultant and retail veteran (Ralph Lauren, LVMH) specialised in reinventing commercial spaces through brand storytelling, VM strategy and

www.theinteriorscurator.com



#### Verve Arvola ABDS

A Visual merchandiser entrepreneur, who feels passionate about retail and sees visual merchandising as a form of art.

www.skissi.com



## Jane Le Bon Creative Jane Le Bon FBDS

VM Installations | Window display Events | Online styling

www.janelebon.com



Pebble Brook 3D DESIGN
Jeremy Boyes ABDS

http://pebblebrook3d.co.uk



## Barbara Chapman FBDS

VM Consultant

Highly experienced in the creative, project management, installation and styling of Windows, In-store VM, Press days, Photoshoots, Product launches, Pop ups and New store openings. Coaching, Training & Lecturing.

freelancevisualcreativeconsultant.

## Design County

#### Silvia Chialli FBDS

Windows, VM, Store interiors / Retail Design, Exhibitions, Coaching, Training, Product Launches, Store Set-Up & Openings, Store Events, Online Consultant.

www.designcounty.co.uk



#### Zahra Falasiri FBDS

Sizzle Design London is a creative design studio and workshop specialise in Window Display Design and making Handmade Designed Pieces

www.sizzledesignlondon.co.uk



#### Helen Goodwin FBDS

York

Learn the basic art of Visual Merchandising and Display broken down into jargon-free, simple steps

www.madeyoulookmadeyoustare.



## Verity Gray

Freelance retail interior designer and Visual Merchandiser working with independent retailers, small businesses, design agencies and shopfitters.

www.veritygray.co.uk

## **BDS CORPORATE MEMBER DIRECTORY**



## Zaida de las Heras ABDS

Based on the psychology of sales, we will improve the image of your brand and your point of sale to increase your sales

www.zaidadelasheras.com



#### Liz Johnston FBDS

My 40yrs experience covers styling windows, interiors and venues Kent, Surrey, Sussex and Greater London

liz@strictlyvisualdisplay.co.uk



#### lain Kimmins FBDS

Store Presentation and Visual Merchandising are the first brand ambassadors and the gate to a customer journey and experience

www.creative-download.co.uk



#### Antalis

Europe's leading distributor of paper, packaging, solutions and visual communication products for professionals Gateway House, Bardon Business Park, Interlink Way, Bardon Hill, West Coalville, Leicestershire LE67 ILE

www.antalis.co.uk



#### B RD

An integrated retail design, display and installation agency, working with an extensive portfolio of world-leading brands. Our talented design studio and client service teams, work side-byside with brands to create and deliver innovative and enterprising campaigns.

www.wearebrd.com

## **BRIGGS HILLIER.**

## Briggs Hillier

We work collaboratively with global brands and retailers to design strategic, customercentric experiences that produce outstanding return on investment. We deliver design that works.

www.briggshillier.com



#### Kat Maclennan FBDS

Visual Merchandising strategy,VM implementation, window display design and VM training for store

www.dottodot.work



### Mags McAlpin FBDS

Northern Ireland's premier retail consultancy providing bespoke services and training in visual merchandising, event dressing, customer service & consumer experiences

www.creatingretailmagic.com



#### Abdulrazak Mohamed

Unlock your retail potential with d.nation, a bespoke visual merchandising agency that amplifies your brand's identity and captivates your audiences

www.dnationuk.com



## **Brownings Ltd**

Brownings Ltd are a trade only sign manufacturer, who specialize in bespoke sizes. Our products are seen on the high street daily.

www.browningsltd.co.uk



#### Carta & Wood

CARTA & WOOD is a UK based set design studio specialising in paper artistry. Creating highly detailed paper window displays, large-scale installations, event design, and photography props for leading brands, private clients and agencies.

www.cartaandwood.com



#### Creative Download

From shop fronts to window displays to interior visual merchandising, product layout and focal points around the store, Creative Download will ensure that creativity is balanced with the commercial requirements of your business.

www.creative-download.co.uk



MDN Display and Design Ltd Michelle De Neys FBDS Visual Merchandising, Window Design & Install, Events, Exhibitions, Creative Consultancy,

www.mdn-vm.co.uk





## Creative Retail Awards

Celebrating Retail Innovation

www.creativeretailawards.com



#### Custon Neon UK

One sentence description of your services: Custom Neon UK designs and manufactures custom-designed LED neon lights and signs. Let us light up your home, event or workspace!

https://customneon.co.uk



## Design4Retail

We turn ideas into reality with a multidisciplinary team of retail design specialists.

www.design4retail.co.uk

## d.nation

#### d.nation

Unlock your retail potential with d.nation, a bespoke visual merchandising agency that amplifies your brand's identity and captivates your audiences

www.dnationuk.com

## GLOBAL

#### Global Mannequins

Our focus is on delivering cutting edge quality, style and design alongside a flexible and efficient approach to all aspects of mannequins, visual merchandising and instore displays, always with your vision at its heart.

www.global-mannequins.com

## Souldiae

## Gouldiae Visual Merchandising Studio

Specializing in creating, producing, and installing VM solutions for fashion retail, commercial, and hotel spaces. We focus on sustainability through up-cycling VM displays with global brands. With offices in London and Hong Kong. Manage logistics worldwide.

www.gouldiae.com



#### Helen Goodwin FBDS

York

Learn the basic art of Visual Merchandising and Display broken down into jargon-free, simple steps

www.madeyoulookmadeyoustare.

## Nathan Ward Paper-craft Image Maker

Nathan Ward is a London-based Paper Artist Image Maker. I Intricately crafted paper illustrations and animations, including large-scale sets, window displays and installations.

www.thisisnathanward.com



#### **Northbanks**

Retail Design Agency 67 Grosvenor Street London W1k 3JN

www.northbanks.co.uk



#### **HOL Group**

HOL Group is a leading creative company specialising in retail and hospitality. We support businesses globally - from visual merchandising, mannequins, shop fitting and clothes hangers to design services and consultancy. We provide original, engaging concepts to our customers along with practical sustainable solutions.

www.hol-group.com



#### icatcha

Gill Segar Wallasey, Merseyside

UK

CH45 6TN

http://icatchadisplay.co.uk



## Kick Graphics

Your bespoke supplier of printed display graphics and signage to the retail and commercial interior

www.kickgraphics.co.uk



www.paperlounge.co.uk

## Paper Lounge

We supply sustainable, strong, durable and costeffective concertina Visual Merchandising and display furniture.

www.paperlounge.co.uk



#### CREATIVE PRODUCTION STUDIO

## Project Works London

Specialise in creative visual merchandising ideas. From concept development to production

Unit 12 Shakespeare Ind. Est., Shakespeare St., Watford, Herts, WD24 5RR

https://projectworks.london

## Quad POS

#### **Ouad POS UK**

Quad POS specialises in effective shopper marketing solutions, POS materials, and packaging, including idea generation, construction, design, production and transportation. We are the exclusive distributor of the famous Lamà® Display: lightweight, customizable, delivered flat and pops up in seconds!

www.quad.eu



## Largehouse Design & Fabrication

We specialise in crafting immersive experiences for retail brands through innovative visual merchandising and design solutions across different touchpoints, for increased consumer engagement and brand sales.

www.thelargehouse.com



## Luga Baruga

Luga Baruga specialises in the manufacture and installation of ideas in the physical world. Our DNA make up boasts many years of experience in visual merchandising, brand communication, props and retail

www.lugabaruga.co.uk



#### Mad About Design Retail Design Agency

Gilmoora House, 57 – 61 Mortimer Street, London WIW 8HS

Tel: 020 3598 3138

www.themadpeople.com



#### Railston

Railston offer the full retail display package - we design, prototype, value-engineer, test, procure, store, pack and transport to locations across the globe.

www.railston.com



## Replica

Creative workshop, producing exceptional quality replica food displays and bespoke creative retail installations for marketing and seasonal campaigns.

www.replica.co.uk



## Shimmerwalls

We offer an extensive range of high end fabrics and products to suit a wide range of Visual Merchandising needs and style.

www.shimmerwalls.com

## **BDS CORPORATE MEMBER DIRECTORY**



## Liz Johnston FBDS

Kent, Surrey, Sussex and Greater

My 40yrs experience covers styling windows, interiors and venues

Email: liz@strictlyvisualdisplay.co.uk



## The Graphical Tree

An award-winning large format print and display specialist based in Central London, with projects covering a variety of sectors including retail, events, the arts, and property.

www.thegraphicaltree.com

The Map Group

www.tactology.co.uk



#### Trinseo UK Ltd.

Trinseo is a speciality material solutions provider, and a leading manufacturer of PMMA that partners with companies to bring ideas to life in an imaginative, smart and sustainability-focused manner.

www.trinseo.com



## VM and Display Ltd

Organisers of the highly successful and long running Retail Visual Merchandising and Display Show and the Retail Visual Merchandising and Display Awards

www.vmanddisplay.com





## Meet The BDS Leadership Team

The BDS Leadership Team comprises of experienced Visual Merchandising professionals and experts in the industry, who also volunteer their time to manage the BDS. It is their passion and enthusiasm for VM and Store Presentation that drives the industry to maintain standards and ensure Visual Merchandising is not a dying art.



Chair, Director Paul Symes FBDS

Design Director at Reynolds/ Symes



Director, Vice Chair, and BDS Tutor Barbara Chapman FBDS

Creative VM Consultant &



Director & Treasurer lain Kimmins FBDS

Visual Merchandising Consultant



Director, BDS Tutor and BDS Archivist John Abbate FBDS

VM & Store Design Consultant



Liz Johnston FBDS Director

VM Stylist



Helen Goodwin FBDS

Visual Stylist, Creative, and Trainer



Assistant Treasurer Nigel Fisher FBDS

Freelance IT Consultant



Kat Maclennan FBDS

Visual Merchandising Consultant



Edward Stammers MA, PG Cert

Programme Director – Fashion Marketing, Branding



Welcoming Visual Merchandisersand companies to join us. See our website for all the benefits of membership.



**Recognising Excellence** 

admin@britishdisplaysociety.co.uk www.britishdisplaysociety.co.uk

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