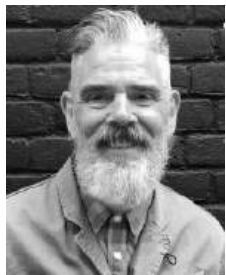




The winning students of the BDS Centre of Excellence student competition at the VM & Display Show, and judges.

PHOTOGRAPH USED IN THE WINNING POP-UP STORE - COPYRIGHT RONAN CALLAHAN

Welcome



Hello and welcome

It's been a busy couple of months here in London. We celebrated the creativity & imagination of our industry at The VM & Display Awards in March, swiftly followed by the Visual Merchandising & Display Show in April.

Congratulations to all the winners at the VM awards, and indeed, anyone who was nominated, and anyone who continues to liven up our high streets with inspiring creative presentations.

We launched our new name at the Display Show this year, British Creative Retail Association, which was greeted with enthusiasm. Alongside all the name changing excitement, we were proud to host two talented teams from Hugh Baird & TU Dublin School of Art & Design. Both colleges went 'head-to-head' in our annual competition. Congratulations to both colleges for taking part and our competition winners this year, TU Dublin. Thanks also to our competition judges, Nina Tillett from Minki Balinki & Antony Behiels from SDEA.

During the past several months I've been working on opening the Soho Theatre Walthamstow, a completely refurbished previously derelict cinema, that first opened its doors to the public in September 1930. During the long days that frequently became late nights, I was in no doubt that the transferable skills and knowledge I gained from working in our profession, enabled me to deliver such a mammoth project.

After all, it's all window dressing, but hopefully less drama!

Super Best,

Paul
Paul Symes Hons.FBDS
Chair

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Cover image: The winning students of the BDS Centre of Excellence student competition at the VM & Display Show, and judges. PHOTOGRAPH USED IN THE WINNING POP-UP STORE - COPYRIGHT RONAN CALLAHAN

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Please contact Elaine Fisher for details regarding articles and advertisements for future issues
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Chair: Paul Symes

**Copy deadline
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Email: admin@britishdisplaysociety.co.uk



The VM & Display Show 2025

So, it's that time of year again, when our stand has been broken down, everything is packed up and stored away and we have time to look back and reflect on another great VM & Display Show.

For us, this year was all about revealing our new name to the industry - **The British Creative Retail Association**. This is just the start of some exciting changes for us, and we'll be keeping you updated with these through our many social media and networking sites so keep your eyes peeled.



Once again, we also ran the annual student competition on our stand this year for our Centre's of Excellence colleges. Due to Easter half term clashing with the show dates unfortunately, we didn't have as many colleges take part as usual this year. No matter, we knew that we could still rely on those colleges' taking part and that their standard of work would still be incredibly high, and our students would create some magnificent work. We were not wrong!

This year taking part was Hugh Baird College from Liverpool and Dublin TU. I myself set the brief and decided this year to expand on it. In the spirit of evolution that we are currently going through at the BDS with our rebrand and change of name, I felt the student brief should reflect that wider scope too. Here is the brief I set for them...



VM & Display Show 9th & 10th April 2025

Centre of Excellence Student Competition

BRIEF and INFORMATION

As a BDS Centre of Excellence you have the opportunity to showcase your college and two of your finest students in the 2025 VM & Display Show at the Business Design Centre, London. This prestigious annual event is a great way to network with others in the industry and demonstrate the high standards of tuition at your college.

BRIEF

You work for the Head Office Creative Team at Zara, a hugely commercial and popular high street brand selling both ready to wear and homewares product. For Autumn 2025, Zara have been offered a 64sq m site (8m x8m) in the Manchester Trafford Shopping Centre where we will construct a pop-up store highlighting both the Autumn Campaign fashion and/or home ranges.

Your task for this competition is to create an exciting, inspirational, commercial and brand relevant space using any shop kit, mannequins, digital, props you feel appropriate. Due to space restraints within The Trafford Centre, you will only be showcasing the very best of the Zara Autumn product therefore the compact space must reflect this aspect.

For your VM & Display Show stand, choose a small segment of your proposed pop-up design. Equipment that can be supplied to each college is two standing mannequins, a hanging rail for product, or a display table but you can also use any other equipment you so choose (if you can supply it) which will reflect your design to the judges in the best possible way.

Power will be accessible to the site in Trafford, and we have also been tasked by our Marketing Team to ensure we think of creatively exciting and inspirational ways to drive footfall to our space so please be mindful of this when presenting your designs. Carefully consider the following ways to present to our judges on the day.

- Model making
- Printed out plans and mood boards to present to judges
- Tech (iPad, laptop etc.)
- IRL (fixtures, rails, mannequins, display tables etc.)

As always, our students were completely amazing. We had Lee Brown and Jemima Stark from Hugh Baird (with their wonderful tutor Jo Machell) and Anna Ryall and Abbie Keown from Dublin TU (with their equally amazing tutor Michelle Lalor). Both sets of students were extremely talented, highly creative and driven. They were an inspiration to us all!



TU Dublin

PHOTOGRAPH USED IN THE WINNING POP-UP STORE - COPYRIGHT RONAN CALLAHAN



Hugh Baird

Our judges this year were Nina Tillett from Minki Balinki and Antony Behiels from the SDEA (Shop & Display Equipment Association) and we were really excited to have them on board.

The students made the most of the exhibition and revelled in showing their work to some of the visitors to our stand. The standard of their work (both digital and IRL) was astounding and we were all completely in awe.

Judging began at 2pm on the first day of the exhibition and the judges carefully took their time inspecting the colleges work and discussing with the students who presented their concepts to them. Finally, the judges took off to a 'judgely huddle' and the atmosphere was very tense for the students. Eventually the judges returned and revealed to me that their chosen winners were Anna and Abbie from TU Dublin.



The winning students and judges

PHOTOGRAPH USED IN THE WINNING POP-UP STORE - COPYRIGHT RONAN CALLAHAN

I presented certificates to both sets of students and then finally presented the beautiful award (kindly donated by the VM & Display Show organisers) Both Annie and Abbie were extremely pleased and so proud of their achievements.

I know I say the same thing each year, but this competition is such an incredible opportunity for our COE colleges to meet and network with so many important people in our industry. Not only do the students get so much out of the experience but I know from the feedback that my fellow peers give me every year, they love to see our students work and meet those who will become our industry experts of the future. Once again, all of our students this year have shown us that, indeed, the future is bright, and the industry is in exceptionally capable hands.

Congratulations go to all the students who did such an amazing job! We thank you for your time and hard work and endless creativity.



The students, and their tutors and some of the BDS team

PHOTOGRAPH USED IN THE WINNING POP-UP STORE - COPYRIGHT RONAN CALLAHAN

Article by Barbara Chapman FBDS

Director & Vice Chair

Insta @babscreates



A banner for the Creative Retail Awards 2025 Judges. It features a large, stylized number '2025' and the word 'JUDGES' in white text against a dark background. Above the text is the Creative Retail Awards logo, which consists of a colorful geometric shape. Below the text are five headshots of the judges: a man with glasses, a woman with curly hair, a woman with long blonde hair, a man with a beard and glasses, and a woman with blonde hair.

2025 JUDGES

We are pleased to announce that our Vice-Chair, Barbara Chapman, will be one of the judges at the Creative Retail Awards this year.

Visit here to see more details creativeretailawards.com



BIOGRAPHY

With over 35 years of creative and VM experience across the luxury, high fashion and high street retail sector Barbara brings an understanding of how to deliver brands across every touch-point – windows, in store vm, pop-up shops, product launches, customer events, show rooms, tv sets, venue and set dressing and photographic shoots. She believes that creativity, design and styling can achieve commercial success, by inspiring brand awareness through innovative, creative and unique customer experiences. Using skills in creative conceptualisation, project management and both old school crafting and hi-tech execution, she delivers unique and motivating environments.

Barbara has worked with an extensive range of brands including Selfridges, Fendi, Nike, Burberry, Mulberry, Oasis and John Lewis.

She is also an Associate lecturer in VM & Creative, a guest speaker and a Director and the Vice Chair of the British Display Society.

Barbara Chapman FBDS
Visual Creative Consultant & Stylist
Associate VM Lecturer
07718334337



ANTALIS INVITES CUSTOMERS TO EXPAND THEIR BUSINESS WITH COALA INTERIOR FILM WORKSHOPS

The market trend of wrapping for cost-effective makeovers and redesigning spaces in offices, homes, hotels, business premises, shops - or just about anywhere a surface can be covered, is increasing globally.



After the success of a previous wrapping training day in 2024, Antalis seeks to address this commercial opportunity by inviting sign makers, vehicle wrappers, new installers, and digital printers to participate in further training sessions in 2025.

Support and instruction will be on hand as installation professional Tom Earthowl will lead the workshops, guiding the attendees through different applications and finishing techniques on flat, curved, and cornered surfaces.

The events will allow guests to learn how to apply films around corners and make seamless joins through practical demonstrations highlighting how to avoid issues such as air bubbles. Attendees will also be able to apply films themselves to see how effortlessly Coala Interior Films can be added to refurbish and finish surfaces relatively cost-effectively.

Each training day will also include an introduction to Antalis' Coala Interior Film range of decorative self-adhesive architectural films. The range consists of over 520 references, making it applicable to almost any application or style!

Mike Collins, Product Manager at Antalis: "Renovating walls, furniture, desks and spaces, rather than replacing, is a sustainable solution that is quick to do and cost-effective. These workshops, combined with substrates like the Coala Interior Film range, offer attendees real solutions for interior refurbishment and exterior design projects – equipping them with the knowledge they need to confidently take their business further."

The free, one-day workshops usually run from 10am – 3pm, and are being offered in various locations across the country. Simply register your interest using this link: <https://www.antalis.co.uk/home/what-we-do/visual-communication/products/coala/coala-interior-film/coala-interior-film-training.html>



Look Up!



Why Ceiling Signage is a Game-Changer

In the rapidly evolving world of visual merchandising, being more aesthetically appealing than your competitive neighbours is paramount.

What better way to grab attention than a strategically placed, animated or flashing sign?

Research has shown that the placement of signage can significantly influence a space's shopping experience and ambience.

While eye-level signs are abundant and serve their purpose, ceiling signage is becoming more popular, elevating brand visibility to new heights, quite literally.



Why Ceiling Signage Stands Out

1. Unmatched Visibility

Ceiling signs, suspended above the hustle and bustle of crowded spaces, ensure your message is visible regardless of how busy the outlet gets. Whether in a busy retail store, a lively restaurant, or a sprawling trade show, these signs command attention and draw foot traffic in from every angle.

Their elevated position makes them nearly impossible to miss, even in the busiest environments. Research has shown that 75% of consumers reported purchasing something due to effective in-store signage, and ceiling signage with its high visibility could be just the bait you need!

2. Maximising Space Efficiency

No space, no problem! Retail and event spaces often have limited space with wall and floor space prioritised for products and display fixtures.

Ceiling signage provides the perfect solution by utilising the unused overhead real estate, keeping pathways clear and allowing more space for stock. In addition, ceiling signage can serve as an aesthetic solution for spaces with unsightly industrial ceilings or exposed pipes. By drawing the eye upward to well-designed, visually appealing or illuminated signs, businesses are able to hide these less desirable features, creating a more polished environment that enhances the overall customer experience.



Why Choose Custom Neon for Ceiling Signage?

3. Effortless Navigation

Navigating large venues like malls, stadiums, or exhibition halls can be frustrating for customers. Ceiling signage provides the optimum wayfinding solution, offering clear, overhead directions that effortlessly guide visitors. In retail settings, it can highlight key areas such as changing rooms or checkout counters, streamlining the customer journey.

4. Bold Brand Impact

As well as being functional, ceiling signage is a powerful branding tool. These signs create a lasting impression, from vibrant, illuminated logos to information points or branding messages.

With strategic lighting and design, they become a focal point and striking design feature. The International Sign Association states that 68% of consumers believe a business's signage reflects the quality of its products or services, making high-impact ceiling displays a valuable asset for brand perception.

At Custom Neon, we're not just another signage provider. We're experts in crafting bespoke LED neon ceiling signage that aligns with your brand's aim, aesthetic, and ceiling type. Our signs are designed to captivate, featuring bold colours, customisable ambience, and bespoke messaging. With our focus on durability and impact, our lightweight solutions are the ideal choice for retailers, event organisers, and businesses looking to make a statement.



customneon.co.uk



The Art and Science of Visual Merchandising in a Changing Retail Landscape

By Danny Sloan co-author of The Retail Start Up Book published by Kogan Page

The global retail market is undergoing profound transformation, redefining how businesses operate and how consumers engage with brands. Despite continued pressure on traditional brick-and-mortar stores—particularly on the high street—retail spending continues to rise year on year. This growth underscores a dynamic and resilient marketplace, filled with opportunities for those ready to adapt and innovate. Today's retail environment spans e-commerce, experiential spaces, and omnichannel strategies, offering an exciting, if complex, landscape.

In this evolving world, visual merchandising remains a cornerstone of successful retail strategy. As outlined in *The Retail Start-Up Book*, retailers who integrate online, offline, and sensory experiences are best positioned for sustainable growth. A well-executed visual environment not only attracts but also retains customers, driving engagement and conversion through a blend of art and commercial strategy.

Visual merchandising serves as the 'silent seller,' influencing customer perception and behaviour without a single word being spoken. First impressions are formed within seconds of entering a space, making the store environment a critical brand ambassador. Elements such as lighting, colour palettes, materials, and scent must work in harmony to tell a cohesive brand story from entrance to checkout.

A powerful visual experience goes beyond aesthetics. It engages multiple senses to create deeper emotional connections:

- **Sight:** Strategic use of colour, lighting, and symmetry draws the eye and highlights focal products. Merchandising at eye level and with clear sightlines increases product visibility.
- **Sound:** Curated playlists influence dwell time and mood. Upbeat music can energize, while softer tones encourage relaxed browsing.
- **Smell:** Fragrance evokes strong emotional responses. A homeware retailer might benefit from fresh linen scents, while a bakery uses warm vanilla aromas to entice.
- **Touch:** Inviting customers to interact with products builds confidence and enhances the shopping experience.
- **Taste:** For food-related retailers, offering samples engages the palate and creates memorable moments.

An outstanding example of sensory merchandising can be seen at The Baby Cot Shop in London's King's Road and Harrods. These spaces layer soft, tactile materials—wool rugs, velvet cushions, polished wood finishes—within a neutral, calming palette punctuated by pastel highlights. Lighting is carefully curated to enhance the handcrafted details of the nursery collections, creating an environment that feels as nurturing as it looks. Every element is designed not just to showcase products but to immerse customers in a lifestyle narrative.

Store layout plays an equally vital role. A well-planned space intuitively guides customers through the retail journey, exposing them to key products while minimizing confusion or friction. Understanding behavioural patterns—such as a customer's natural tendency to turn right upon entering—allows retailers to optimize product placement strategically.

Defining clear zones within the store for different purposes (promotions, bestsellers, lifestyle areas) creates a sense of order and excitement. Lighting, flooring changes, and fixture design can subtly signal these transitions. Wayfinding, through thoughtful signage, is essential to a smooth experience; when done well, it both informs and enhances brand storytelling.



Frequent updates to feature areas maintain freshness and relevance. Seasonal storytelling, limited editions, and trend-driven displays keep customers engaged and encourage repeat visits. Here, visual storytelling is key: contextualising products within aspirational narratives helps customers envision products in their own lives, making the emotional leap to purchase much easier.

Product labelling also supports the customer journey. Clear, attractive labels offering essential information—such as price, size, or benefits—should integrate seamlessly with the visual presentation. Cluttered or inconsistent signage detracts from the visual experience and undermines brand cohesion.

Staff interaction forms a crucial bridge between visual merchandising and customer engagement. Staff should be visible, attentive, and aligned with the store’s ethos. Their understanding of the visual layout allows them to guide customers intuitively, enhancing satisfaction and conversion rates. Smart staffing during “red times”—peak footfall periods—ensures that service levels match customer needs, directly impacting profitability.

Measuring the effectiveness of visual merchandising strategies is critical. Data points such as sales performance, footfall tracking, dwell time, and heat mapping reveal invaluable insights. Are customers stopping at key displays? Which zones drive the highest conversions? Which areas need improvement? In a data-driven retail world, intuition must be paired with evidence.

Importantly, accessibility must be integral to all visual merchandising efforts. A beautifully curated environment is of little value if it excludes customers with disabilities. Wide aisles, readable signage, accessible service points, and thoughtful customer journeys ensure inclusivity. UK government figures show that 75% of disabled shoppers have abandoned purchases due to poor service—a statistic the industry cannot afford to ignore.

In conclusion, visual merchandising today is a blend of art, science, and empathy. It requires a thoughtful, multi-sensory approach, rooted in understanding customer psychology, brand storytelling, and practical design principles. By investing in creating functional, inspiring, and inclusive spaces, retailers not only drive commercial success but also build lasting emotional connections with their customers—connections that will prove invaluable in the future of retail.



The Retail Start-Up Book, Published by Kogan Page

Successfully Plan, Launch and Grow a Business.

Co -Authors Rowland Gee ,Danny Sloan, Graham Symes.

Build a successful and profitable retail strategy by focusing on the key areas every retailer must get right: developing a strategic marketing plan, financial management and buying and visual merchandising.



Captivating Customer Attention Through Hypnoaesthetics

As purchasing behaviour evolves, physical stores are no longer merely points of sale. Customers now expect immersive, multisensory experiences that foster a deeper connection with the brand. This shift inevitably alters the role of retail spaces: bringing emotions into the store experience has become a primary goal.

While storytelling in retail is not new, retail expert Christian Mikunda argues that the most compelling store experiences combine artistic elements with hypnoaesthetics. His approach involves four key mechanisms: **Art Priming**, **Destabilisation**, **Trance**, and **Attunement** — all of which subtly influence our unconscious perception.

Art Priming steers our thoughts in a particular direction. For instance, when a dress is displayed beside a piece of art, we subconsciously perceive the dress as part of the artwork, enhancing its perceived value.

Destabilisation refers to the art of deliberate disorientation. It introduces a mild sense of confusion, prompting us to pause and reassess. It can be achieved through visual contrasts or unexpected combinations, which cause our brains to interpret two opposing messages simultaneously.

Trance evokes emotional engagement through sensory over-stimulation. In retail, this might involve moving elements—such as rotating displays—or dynamic lighting that creates a hypnotic effect.

Attunement taps into our natural desire for harmony. This means aligning every detail—from staff behaviour to brand messaging—to reinforce the store's identity and ethos.

In the new Helsinki City Museum store, Retail Rebels applied the method of **Destabilisation**. All surface patterns on the fixtures reflect authentic textures from the city: cobblestone streets, the waves of the Baltic Sea, manhole covers, and the floor tiles of Kontula's metro station. Amid the cheerful colour palette, the metro station-inspired visuals create a contrasting element that both surprises and grounds the overall look—reminding visitors that the real Helsinki is more than the cry of seagulls and the clatter of trams.





As the VM Consultant for the Home/Travel retailer Jashanmal based in Dubai, it was a busy two weeks during my visit in early April. It started with the removal of the Ramadan concept at the flagship store of Jashanmal in Dubai Mall, and the installation of a fresh new concept entitled “Rise & Shine” featuring a fun and quirky Retro kitchen concept. With its bright bold colours, it features a bespoke kitchen unit with black & white checked flooring and rays of sun on the back wall.

Based around breakfast merchandise included toasters from De’Longhi, a sleek Hoover fridge and vibrant cookware from Le Creuset, all served with a side of real eggs and cereal!

A big thanks goes to my graphic designer Jerome Salandanan, who worked with me on the various rough sketches through the drawings/visuals for Management sign off and the approval of the Mall Management, and to Rommel Dela Cruz and Chris Junio Mamaril who installed the concept under my supervision.

I just love my job and the fun and creativity it brings!





After the installation of the Rise & Shine at the Flagship store in Dubai Mall, the VM team continued the roll out of a concept entitled Elevate Your Lifestyle across the other stores in Dubai and across the regions from Kuwait to Bahrain over to Abu Dhabi and down to Oman.

This concept was simple MDF fixtures which would feature simple 'design led' merchandise depending on the location and the customer base. Some of our stores are in 'local Arabic areas' so this would be a slightly different product selection. In some of our stores in malls that do not have a window, we utilise space at the front of the stores for a Pop-Up area.

It's great to see an initial idea turn into a sketch then the manufacture of the props by our contractor to the final installation.



VM WorldSkills - Singapore

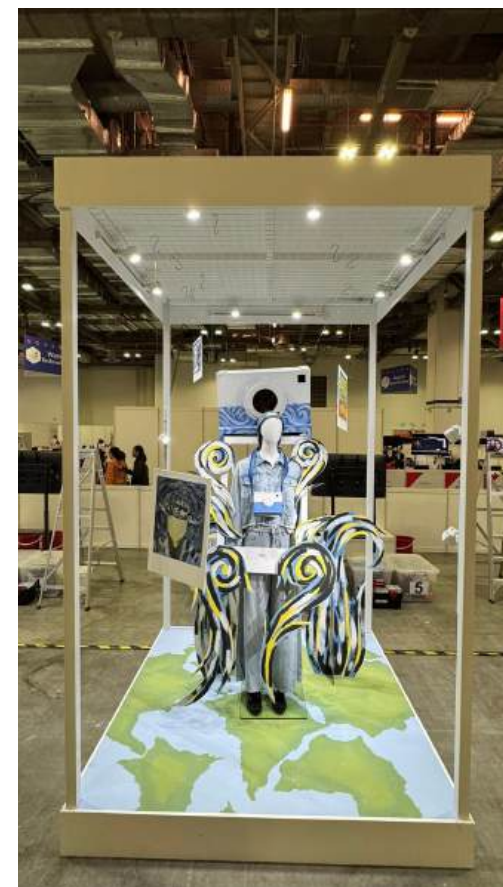
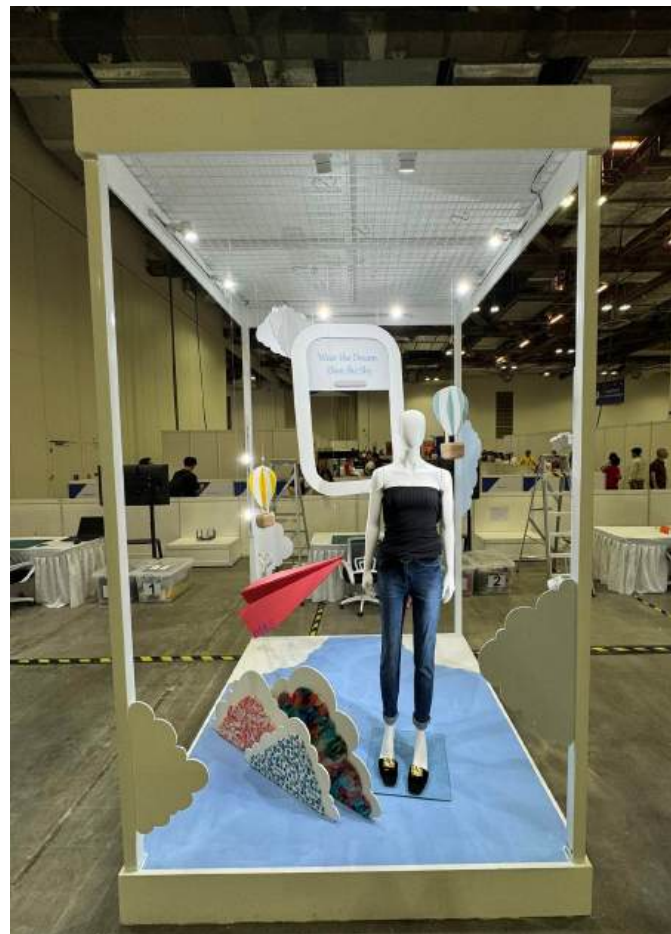
Held once every two years, WorldSkills Singapore 2025 Visual Merchandising Trade is a national skills competition to discover and recognise the most skilful youths in Singapore. Held at Sands Expo & Convention Centre 3-5 April. The competition aims to raise the standards of excellence in technical skills through competitions, generate greater public awareness and interest in technical education.

Students have to conceptualise, fabricate, assemble and present their window display (within 22 hours across 3 days) to a jury panel made up of industry VM experts.

This year's theme is TRAVEL

And we are proud to have sponsorships from Marks & Spencer SEA for the mannequins, outfits & accessories, Tat Hin Group got the timber, Pollyanna Concepts for the plants and Mimaki Singapore for the vinyls, printer & plotter.

Andy Seet
Regional Visual Merchandising Manager
Hermes
Singapore





HARVEY NICHOLS

Harvey Nichols Mall of The Emirates, Dubai



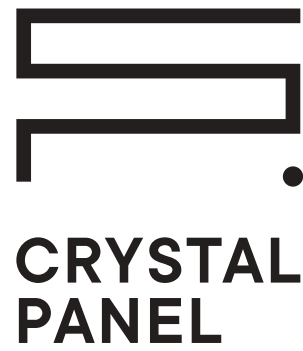
bloomingdale's

Bloomingdale's
Dubai Mall, Dubai



That Concept Store
Mall of The Emirates
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Crystal Panel – LED lighting that captures attention, holds it, and builds atmosphere

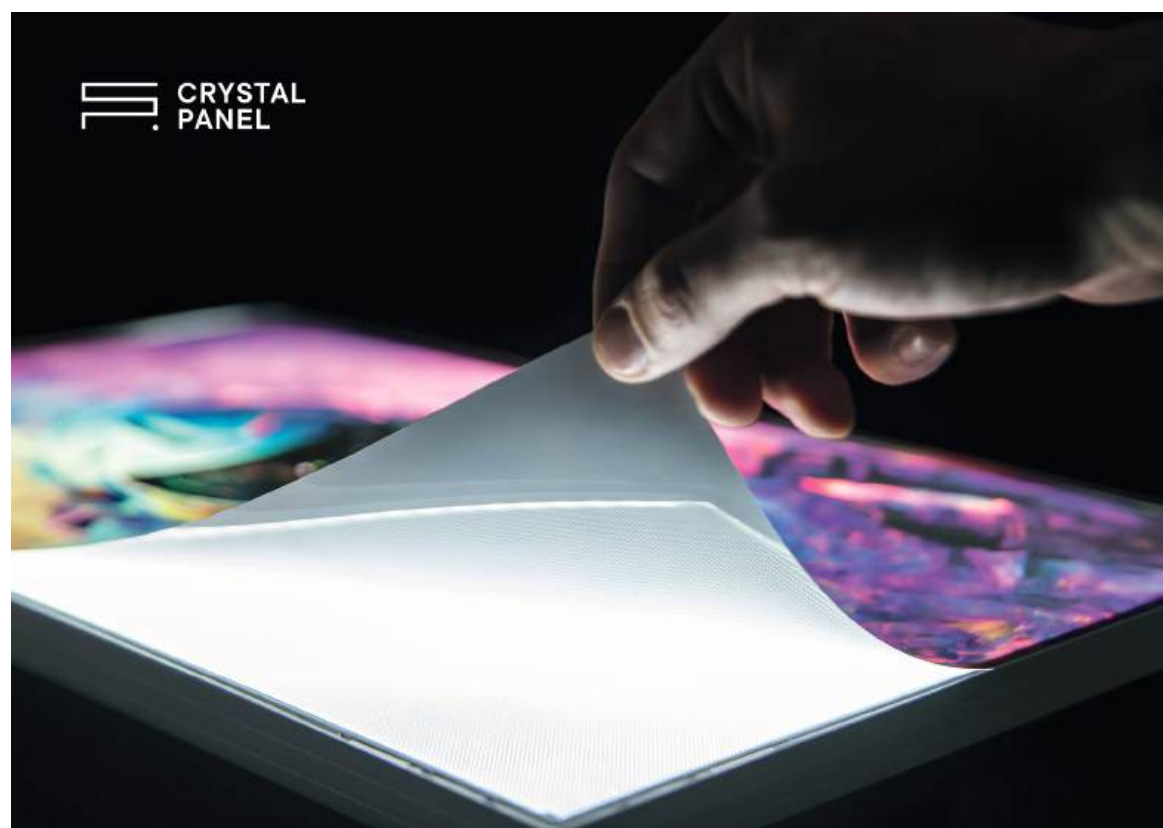
In retail and design, first impressions matter most. Well-designed lighting can say more than a marketing slogan. It catches the eye, directs attention, and sets the mood. Crystal Panel creates innovative LED backlighting that draws in customers, supports sales and stays in memory for a long time.

The brand was founded in 2011 by Luk de Bruijn. After years in the lighting industry, he decided to take a different path. The inspiration came from the idea of edge-lit plexiglass panels. That's how the first ultra-thin LED panel was born, followed by others. From the very beginning, light quality, precision, and emotional impact were key.

"We don't sell light — we sell emotion," says the company's founder. Great lighting speaks before the customer even sees the product or the price. It creates mood and influences whether they stop or walk by.

Crystal Panel's LED panels are used in retail stores, showrooms, boutiques, museums and public spaces. The company develops solutions for clients who treat lighting as a functional tool, not just a visual accent. The panels stand out with their uniform illumination, no visible LED points, adjustable colour temperature (3000K–7000K), the possibility of applying a high CRI (up to 97+) and the ability to produce custom shapes and sizes.

Crystal Panel works with architects, interior designers, visual merchandisers and brand managers. It's lighting for people who want to create unforgettable brand experiences. Crystal Panel helps brands stand out from the competition.



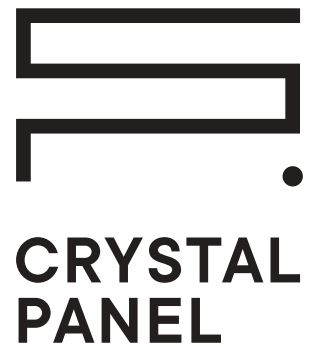
Technology, precision, and quality

Why do premium brands, retail networks and cultural institutions choose Crystal Panel? Because it combines advanced technology with a flexible, project-specific approach.

Panels are manufactured in Poland using components sourced entirely from Europe. There are no minimum order quantities. The company can produce even a single prototype, with lead times as short as seven working days. For designers and brands, that means freedom, consistency and control over quality.

This is lighting that not only looks great, but it's also reliable. Each panel offers a minimum lifespan of 50,000 hours. Over 85 percent of its components are recyclable. LED technology emits no UV radiation, making it safe for people as well as delicate museum displays. The entire production process is powered by renewable energy, including photovoltaic panels, and takes place in a modern, energy-efficient facility.

Crystal Panel is also a dedicated team that supports the client from concept to implementation. Every project is treated individually and handled with full commitment. Clients receive not just a product, but also thoughtful guidance and customization with their vision.



Crystal Panel a brilliant solution for public spaces

Our LED panels offer exceptionally uniform illumination, making them the perfect choice for a wide range of public environments, including:

- Train stations – backlighting for timetable displays and information boards.
- Shopping malls – illuminated wayfinding signage, interactive directories and advertising displays.
- Airports – signage for gates, arrivals and departures.
- Hotels and offices – sleek, modern reception signs and integrated information systems.
- Retail interiors – from clothing and shoe shops, optical and cosmetics stores to even hairdressing salons.

To improve visibility and readability from every angle, we've developed Crystal Panel LED Double – an innovative product with double-sided illumination.

Why choose Crystal Panel?

- ✓ **Double-sided illumination** - a unique solution that sets us apart from the competition.
- ✓ **Energy efficiency** - LED technology ensures low energy consumption and long lifespan.
- ✓ **Uniform, ultra-thin, and elegant lighting** – with a thickness starting from just 4mm, allowing for a variety of applications.
- ✓ **Custom adaptation** - full personalization of shape and dimensions to meet the unique needs of any project.

If you're looking for a durable and effective lighting solution for your project – Crystal Panel is the technology that shines longer.

Want to learn more? Visit our website and contact us!

www.crystal-panel.com

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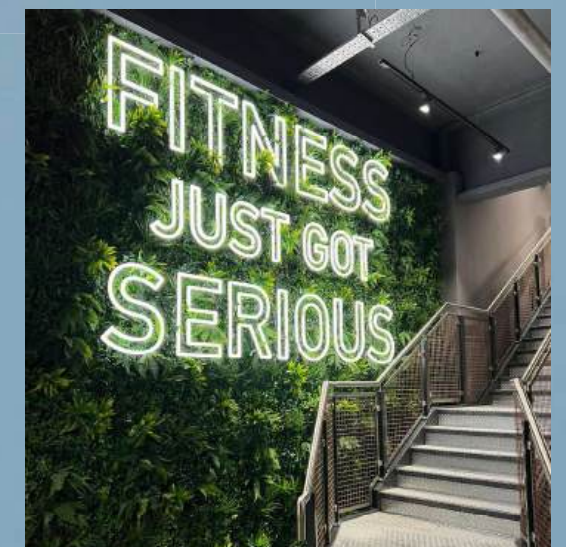
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**INSIGHTS &
STRATEGY**



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

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CELEBRATING THE WORK OF THIS INNOVATIVE AND TALENTED INDUSTRY OVER THE PAST 12 MONTHS

BOOK TABLES/TICKETS NOW

12TH MARCH 2026

www.vmanddisplayawards.com

VM & DISPLAY AWARDS



Mad About Design Ltd

We are pleased to announce that we are now a Carbon Neutral Business. We have calculated & offset the total reported emissions of our business with Carbon Neutral Britain. Supporting Verified Carbon Offsetting projects around the world. By becoming a Carbon Neutral Business, we hope our steps make a difference to Climate Change & save the planet now, whilst we also aim to measure & reduce our emissions each year.



We're your:

Retail gurus

Event experts

Design consultants

Brand guardians...



Creativity requires a bit of MADness...

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.



MADE
YOU
LOOK!

Visual Display Training

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

Go to:

www.railstonmannequins.com/sustainability

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



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_Experience &
_Retail Design
_Brand Storytelling
_Realisation



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Retail Experience & VM Day

Visit multiple retail stores in a small group under the guidance of expert Visual Merchiser Michelle De Neys and learn how retailers influence and inspire customers to purchase their goods and to get the customers coming 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 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.



ALTUGLAS™ Acrylic Sheet

Sustainable Solutions for Visual Merchandising

Form it your way

Elevate contemporary retail design with ALTUGLAS™ R-Life multi-purpose 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.



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
MICHELLE DE NEYS
VISUAL MERCHANDISING



- 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



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

From shop fronts, to
window displays, to interior
visual merchandising,
product layout and focal
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commercial requirements
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Full information www.britishdisplayociety.co.uk

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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



GREENERY FOR YOUR RETAIL SPACE



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.



*Breakthrough.
Sustainability.
Craftmanship.*

!! 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.

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

Scan for our showcase



info@gouldiae.com



www.gouldiae.com

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STUDIO

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a Finnish
VISUAL
MERCHANDISER

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DISPLAYS



STORE DESIGN



COOL HUNTING

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

Retail REBELS

CHANGE IS COMING –
ARE YOU READY?

Retail Rebels create brick-and-mortar stores of the future

ALWAYS ONE STEP AHEAD

Retail Rebels is more than a company
— it's a movement and a response to
shifting consumer behavior.

Retail designers Virve Arvola and
Liisa Hyyrynen create the brick-and-mortar
stores of the future, challenge outdated
industry practices, and invite colleagues and
clients to join the transformation.

We explore the future of retail design,
analyse commercial trend forecasts,
and examine their impact on consumer
lifestyles, values, and attitudes.

We create timeless, insightful, and visually
immersive retail environments that become
phenomena and strategic tools for brands.



© Sami Saastamoinen / City of Helsinki



photo: Suvi Rauhala



Get in touch!

info@retailrebels.net

+358 (0)40 836 1116

www.retailrebels.net

@retailrebels



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 - £475
- Split into 2 payments - £500 (£250 each)

“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



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



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.com



Iain 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



Kat MacLennan FBDS

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

www.dottodot.work



Penny Maguire

Freelance Creative based in the West Midlands, with more than 25 years experience within Retail, Exhibitions, Trade Shows, Interior Design, Events and Photoshoot Styling.

penny.maguire@hotmail.co.uk

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



Visual Display
Training

Helen Goodwin FBDS
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www.madeyoulookmadeyoustare.com



Mags McAlpin FBDS

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

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

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MDN Display and Design Ltd
Michelle De Neys FBDS
Visual Merchandising,
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Verity Gray
Freelance retail interior designer and Visual Merchandiser working with independent retailers, small businesses, design agencies and shopfitters.

www.veritygray.co.uk



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

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B_RD

B_RD

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www.wearebrd.com

BRIGGS HILLIER.

Briggs Hillier

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

www.briggshillier.com



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

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GLOBAL

MANNEQUINS

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.

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Brownings Ltd

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

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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

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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.

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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

HOL

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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

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Celebrating Retail Innovation

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Mad About Design

Retail Design Agency

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W1W 8HS

Tel: 020 3598 3138

www.themadpeople.com



Visual Display
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Helen Goodwin FBDS

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Minki Balinki

Leading brand visual and merchandising and window displays

<http://www.minkibalinki.com>

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



Liz Johnston FBDS

Kent, Surrey, Sussex and Greater London

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

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www.northbanks.co.uk



Paper Lounge

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www.paperlounge.co.uk

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Quad 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!

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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



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.

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Shimmerwalls

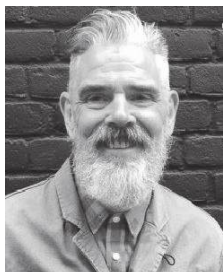
We offer an extensive range of high end fabrics and products to suit a wide range of Visual Merchandising needs and style.

www.shimmerwalls.com

bds

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 &
Stylist & Lecturer.



Director & Treasurer
Iain 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 Merchandisers and companies to join us.
See our website for all the benefits of membership.