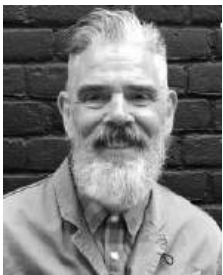




*Jarrolds is proud to be one of the most recognisable landmarks in the unique city of Norwich UK, which has been home to our family-run business since 1823.*

# Welcome



Hello and welcome.

I am excited to see Jarrolds of Norwich on the front cover of Spotlight this edition. I've visited the store on many occasions, admired its stunning architecture, fantastic product presentation and even bought a Nespresso coffee machine!

Jarrolds are still a family run business and despite being around for over 200 years, thrives by offering customers a fantastic shopping experience. A visit to Jarrolds is one of the highlights of my too infrequent trips to Norwich.

I started my career in a family run department store in Royal Tunbridge Wells, and despite being sold and a name change, unlike so many independent regional department stores, it's still open and looking good.

Like almost everyone on the planet, my shopping experience has changed since we were all locked up for two years. I no longer make the effort to visit my local retailer, but shop on-line and wait impatiently for my purchases to be thrown through the front door or launched over next door's hedge.

I complain endlessly at social gatherings about local shops and stores closing and the demise of bricks and mortar retail, but I've finally realised that I'm part of the problem and have decided to do better in future, starting today.

My aged vacuum cleaner has finally lost the will to live; I am not going to buy a new one on the 'inter-web' but am venturing out to my local department store Selbys on Holloway Road. I'll ask the sales associate for their advice, take on board their comments and suggestions and bring it home on the bus! I might even pick up some fragrance on the way out. Shopping like it should be.

Have fun and I hope to see you in the Homewares Department.

*Paul*

*Paul Symes* Hons.FBDS

Chair

## Cover image: Jarrolds, Norwich, UK

Jarrolds is proud to be one of the most recognisable landmarks in the unique city of Norwich UK, which has been home to our family-run business since 1823.

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Chair: Paul Symes

**Copy deadline  
for September 2025 edition  
5th November**

Email: [admin@britishdisplaysociety.co.uk](mailto:admin@britishdisplaysociety.co.uk)



# The Diderot Effect in Retail Psychology



As researchers of behavioural patterns in the retail environment, we understand how a single purchase can trigger a sequence of further acquisitions. This phenomenon is known as the Diderot Effect. It was first observed by French philosopher Denis Diderot in 1769, when the gift of a luxurious scarlet dressing gown led him to replace much of his home décor to match its elevated aesthetic.

Over two centuries later, anthropologist Grant McCracken named the effect and described how one item, when it feels disconnected from the rest of our possessions, can cause a ripple of consumption as individuals seek to restore visual and psychological harmony.

## Why Visual Merchandisers Should Take Note

This psychological insight allows visual merchandisers to lead customers from a single item into an intentional grouping of complementary products. IKEA's immersive room settings do more than display furniture. They invite shoppers into a cohesive world. Choosing one sofa naturally leads to interest in matching tables, rugs, shelving, and lighting.

This strategy is no accident. It is psychology in action, executed through deliberate layout, colour harmony, and lifestyle staging.



## Modern-Day Application

The pattern plays out across fashion and technology. A consumer who upgrades to a premium smartphone often purchases matching accessories, cases, earbuds, charging stands, and not out of need, but because the original item sets a new quality benchmark.

Similarly, a designer jacket often leads to a wardrobe reassessment: trousers, footwear, bags, all must now align.

## Five Professional Tips for Deploying the Diderot Effect

### 1. Curate Lifestyle Environments

Design displays as cohesive vignettes. One hero piece should be the centre of a broader narrative. This could be urban, refined, or adventurous, depending on the story you want to tell.

### 2. Signpost Product Relationships

Labels such as “Belongs together” or “Complete the look” create gentle encouragement to explore related items.

### 3. Group by Narrative, Not Just Category

Organise items to reflect how customers dress or inhabit a space, outerwear beside accessories, grooming products displayed together.

### 4. Employ Visual Hierarchy and Vertical Flow

Place the key item at eye level with supporting items arranged around it. Visual flow mirrors the shopper's journey from desire to decision.

### 5. Rotate Displays to Reset Expectations

Refresh themes regularly. New settings reset shopper perceptions and prime them to begin a fresh consumption narrative.

## Why It Works

Purchasing is about identity, not just function. A standout item can feel incongruous unless the surrounding environment supports it. Well-crafted displays provide resolution ahead of impulse, before customers even realise, they seek it.

## A Final Word

Data supports what seasoned professionals know. Thoughtful, grouped displays can increase item sales by up to 30% and lift average basket values by 15–20% through bundling.

The Diderot Effect is more than historical theory. It is a strategic tool, a discreet yet powerful method of shaping consumer desire, bolstering customer satisfaction, and reinforcing brand loyalty through intentional visual storytelling.

## About the Author

Clair Stuart-Menteth is the founder of Sticky Red, a visual merchandising and project management company based in the UAE. Since 2009, she has worked across the GCC, supporting luxury retail, exhibitions, and major events. Known for blending creative instinct with practical execution, Clair helps brands bring their spaces and their stories to life.



[www.stickyreddisplay.com](http://www.stickyreddisplay.com)



# VISUAL MERCHANDISING IN FINLAND

## Finnish Retail and the New Role of Visual Merchandising

Finland is a small but distinctive design nation, where clarity, good design and everyday functionality are highly valued. Retail evolves at its own pace, with forward-thinking companies leading the way and inspiring the wider industry. Physical stores still play a significant role alongside e-commerce, distinguished by traditional Nordic elements such as a connection to nature, craftsmanship, and a serene design language.

Visual merchandising in Finland is gradually taking on a new role. It is no longer simply about clarity in product exposures or skilful composition in window displays. It is increasingly seen as a tool for creating memorable in-store experiences. These may include anything from façade installations to carefully curated scent and soundscapes.



*Retail Rebel Virve Arvola examining a window display for Iittala, Stockmann Helsinki, designed by Paulina Piipponen.*

### A Legacy of Caution

While visual merchandising draws on timeless principles of aesthetics and tends to follow similar logic across brands, each country has its own distinct culture in how it is executed, shaped by factors such as geography and history.

In Finland, the development of visual merchandising has been slower than in other Nordic countries. This is partly due to the nation's recent history: in the early 20th century, Finland was still a developing country, scarred by wars and with an average life expectancy of just 46 years. Such a past has arguably left behind a cultural legacy of caution and restraint. Bold extravagance, boundary-pushing, and deliberately provocative displays are somewhat unfamiliar tools of persuasion. This is still evident today – visual merchandising and brand communication in Finland rarely aim to shock or spark controversy. Few examples become topics of coffee-table conversation, let alone gain coverage in the media.

### Helsinki's Streets as a Mirror of Visual Merchandising

The current state of visual merchandising is well reflected in the capital's streetscape. While empty shop windows can be found in many European capitals, Finland's version of the phenomenon has its own particular traits.

Many stores have migrated into shopping centres, leaving high streets less diverse. Luxury brands are entirely absent from Helsinki's street-level retail, while international chains typically roll out centrally produced store concepts on a reduced budget for the small Finnish market. An H&M window in Helsinki looks noticeably different to one in Paris.

The result is a kind of modesty in creativity in visual merchandising – there is no-one to raise the bar. The more imaginative, daring, and unconventional executions are left almost entirely to smaller, independent businesses. Some brands have gained significant recognition solely because of their distinctive visual merchandising.



*Smaller, independent businesses have the freedom and courage to take the lead in bold and original visual merchandising and store design. (VIBAE)*

As elsewhere in Europe, museum shops in Finland are beginning to play an intriguing role, bringing fresh approaches to visual merchandising. Free from the constraints of traditional retail, these cultural spaces often have more freedom and, indeed, necessity to innovate in order to stand out and capture attention.



*Evolving museum shops are setting an example for the brick and mortar stores of the future. (Serlachius Museum designed by Retail Rebels)*



## When One Dares, Others Follow

In Finland, we are accustomed to high baseline standards when it comes to aesthetics in design and visual merchandising, and retail implementations that surpass this level evoke strong emotions and customer loyalty. A good example is Ruohonjuuri's flagship store, where exceptional attention has been given to refining the visual identity and creating a sensory-friendly environment. The store was named "Store of the Year" by Visualistit ry (Finnish Association of Visual Merchandisers) in 2022 and has been featured in national media.



*Stunning window graphics complete Ruohonjuuri's distinctive visual identity.*

Finland is sometimes nicknamed "rule-bound Finland" due to its strong emphasis on practicality and convenience. Many new ideas are abandoned simply because they are assumed to be too troublesome to implement, or because securing permission from landlords or local authorities is expected to be difficult. An enchanting exception is the rise of floral façade installations, which have blossomed across the country in just a few years. Once one business dared – and succeeded – others quickly followed suit.



*Bloom Deco has very much brought floral installations to the Finnish retail environment and events space. (Bloom Deco for Stockmann Helsinki) © Bloom Deco Oy*

## New Opportunities Await

It is often said that physical store experiences will only move to the next level once major retailers' e-commerce operations have grown large enough to trigger a rethink of their brick-and-mortar presence. At that point, the question of how to make better use of valuable floor space becomes pressing, as construction costs and long-term leases represent substantial investments.

The future of physical retail offers exciting opportunities for brands and different kinds of hybrid spaces. This will call for bold, forward-thinking visual merchandisers and brand communicators to once again redefine industry practice.

In the years ahead, we expect to see store concepts that are braver, more emotionally resonant, and more attuned to customers' deepest desires. Experience, sensory appeal, and human connection will be among the most important themes in visual merchandising. The signs are already here. One such sign is our own company Retail Rebels, born from our clients' desire for distinctive, memorable, and bold store concepts.



*Helsinki City Museum Shop designed by Retail Rebels.  
© Sami Saastamoinen/City of Helsinki*

**Virve Arvola & Liisa Hyyrynen**

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[www.retailrebels.net/home/en](http://www.retailrebels.net/home/en)

**Retail REBELS**



# Chelsea in Bloom

Chelsea in Bloom is London's largest free flower festival which took place in May in association with the RHS Chelsea Flower Show.

This year's theme was 'Flowers in Fashion' and over 130 shops and restaurants showcased amazing floral displays inspired by fashion and style icons.











**Jashanmal**  
Home/Travel retailer based in Dubai

As the VM Consultant for the Home/Travel retailer Jashanmal based in Dubai, it was a busy two weeks during my visit in late May. Luggage is a major contribution for the business, and we always do a Travel concept in May, just before the main holiday season starts.

Our Travel campaign was launched across 21 stores from Kuwait to Bahrain to Abu Dhabi and Oman, not forgetting our many stores in Dubai.

The concept featured cork board (something you'd have in your kitchen) with enlarged Polaroid images. A 2metre rotating globe added to retail theatre and to give movement into the windows. For those stores that did not have a physical window, then a Pop-Up area was created.

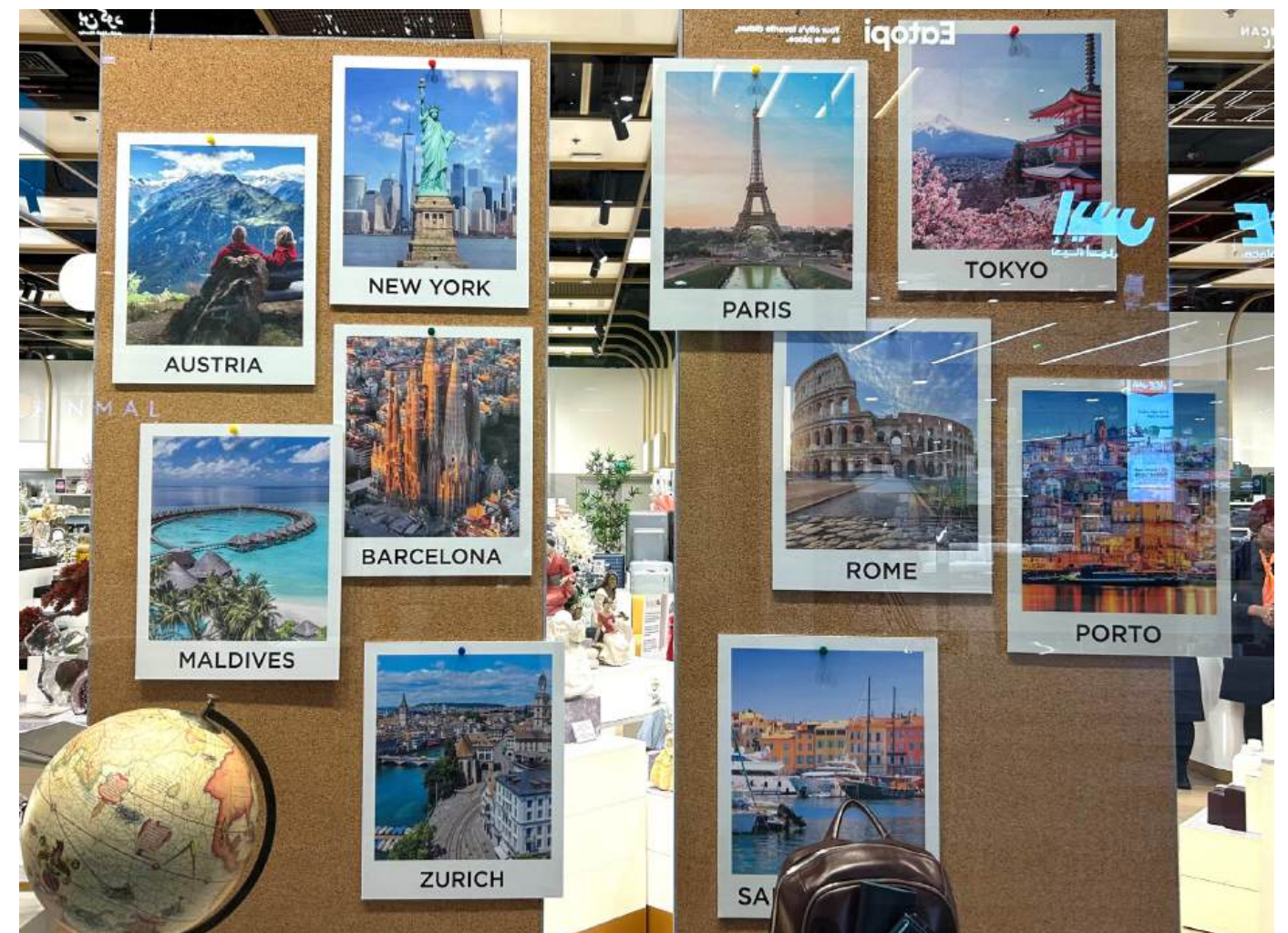
A huge thanks goes to my graphic designer, Jerome Salandanan, who I could not have achieved this concept without his expertise when it comes to turning my sketches into 3D visuals.

Not forgetting Rommel Dela Cruz, my VM Supervisor, who worked on the all the logistics with the contractor Sanjai Bhaskaran at VAAO Advertising, ensuring smooth installations.

Iain Kimmins  
Owner & Founder  
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[www.creative-download.co.uk](http://www.creative-download.co.uk)

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# Martha Stewart

Newly opened Home Store in the Mall at Mirdiff City Centre, Dubai



Martha Helen Stewart is an American retail business woman, writer, and television personality. As the founder of Martha Stewart Living Omnimedia, focusing on home and hospitality, she gained success through a variety of business ventures, encompassing publishing, broadcasting, merchandising and e-commerce. This is her newly opened Home Store in the Mall at Mirdiff City Centre, Dubai.





Jack Wills  
The Avenues Mall, Kuwait



Harvey Nichols  
The Avenues Mall  
Kuwait





# Villeroy & Boch Dubai Mall



# Harvey Nichols Mall of Emirates, Dubai





# Tanagra Mall of Emirates, Dubai





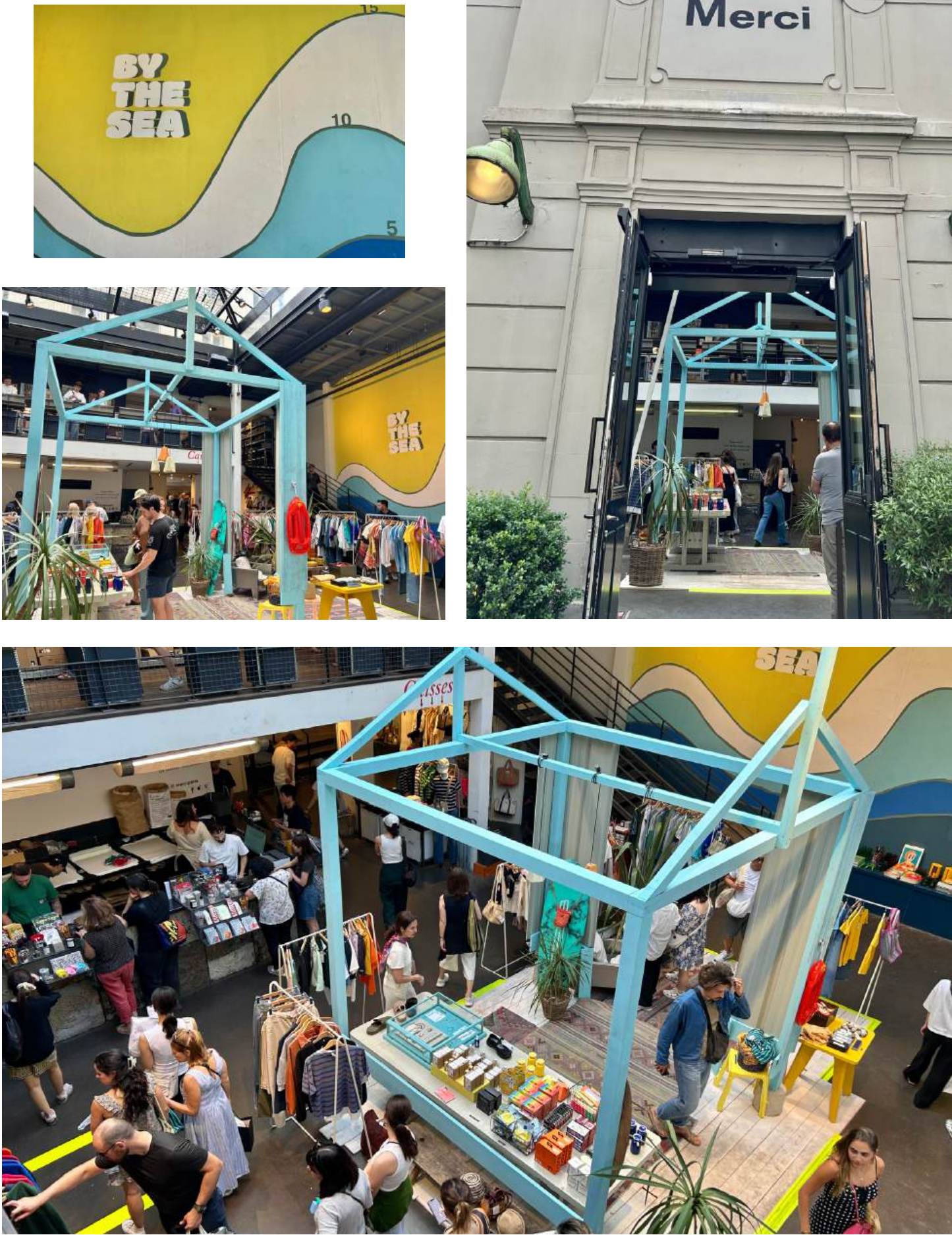
# That Concept Store

Mall of Emirates



# Merci Concept Store

Paris





# Samaritaine Department Store, Paris



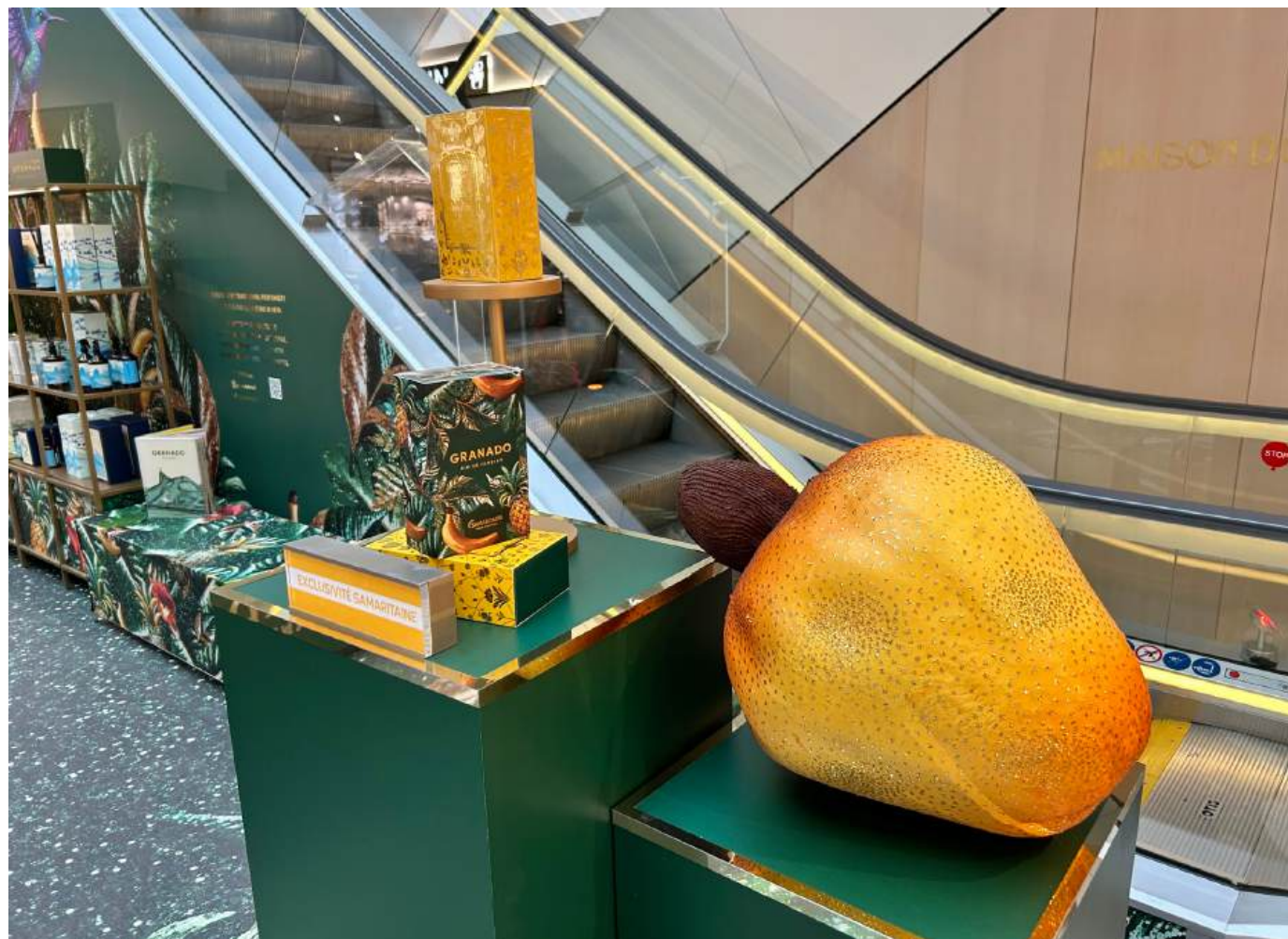
# Le Bon Marché, Paris



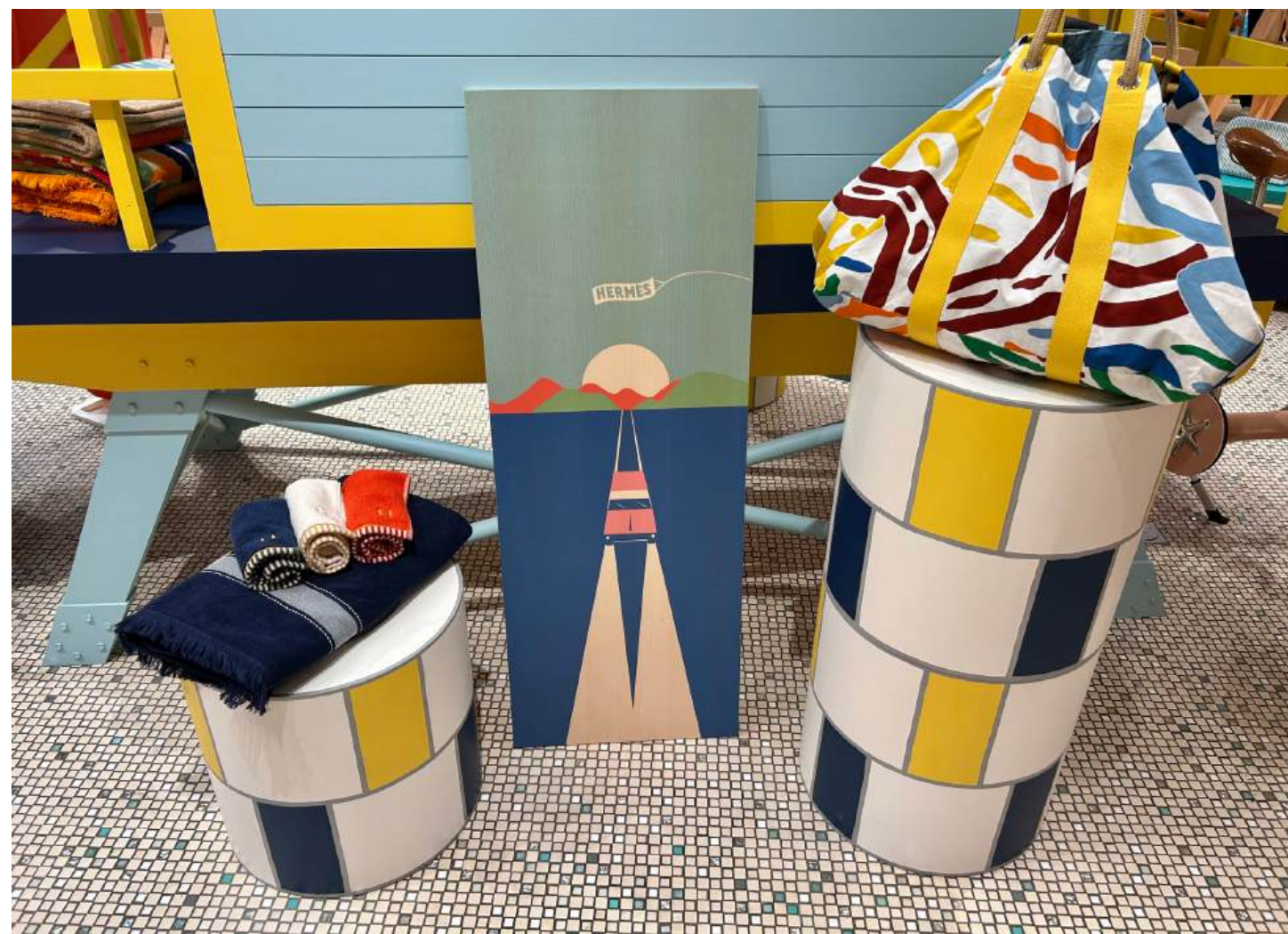
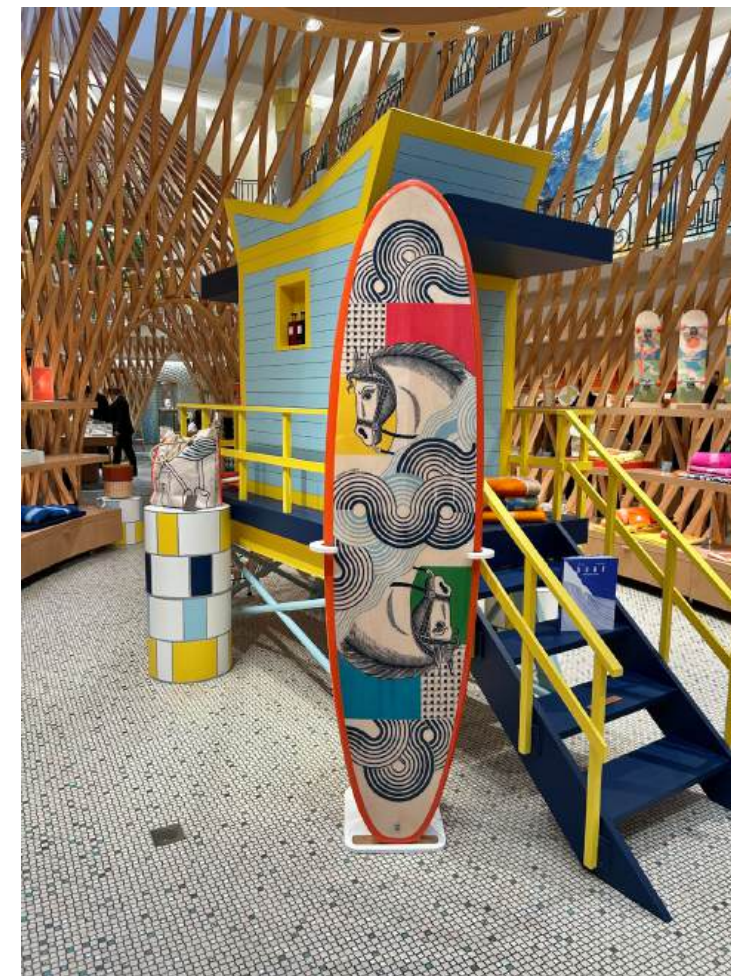
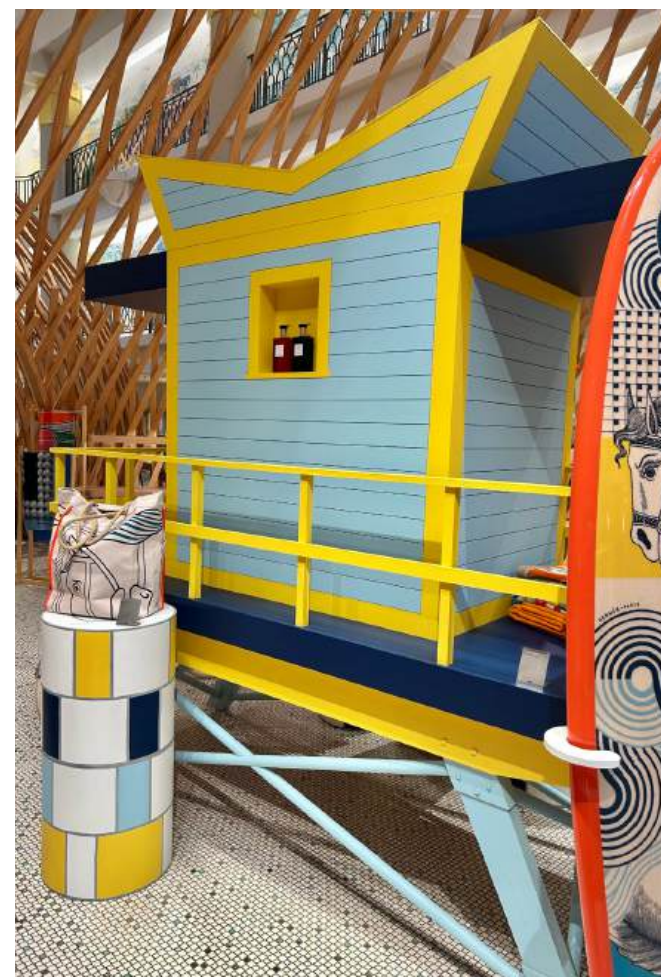


# Granado Pop Up Shop

Samaritaine Department Store, Paris









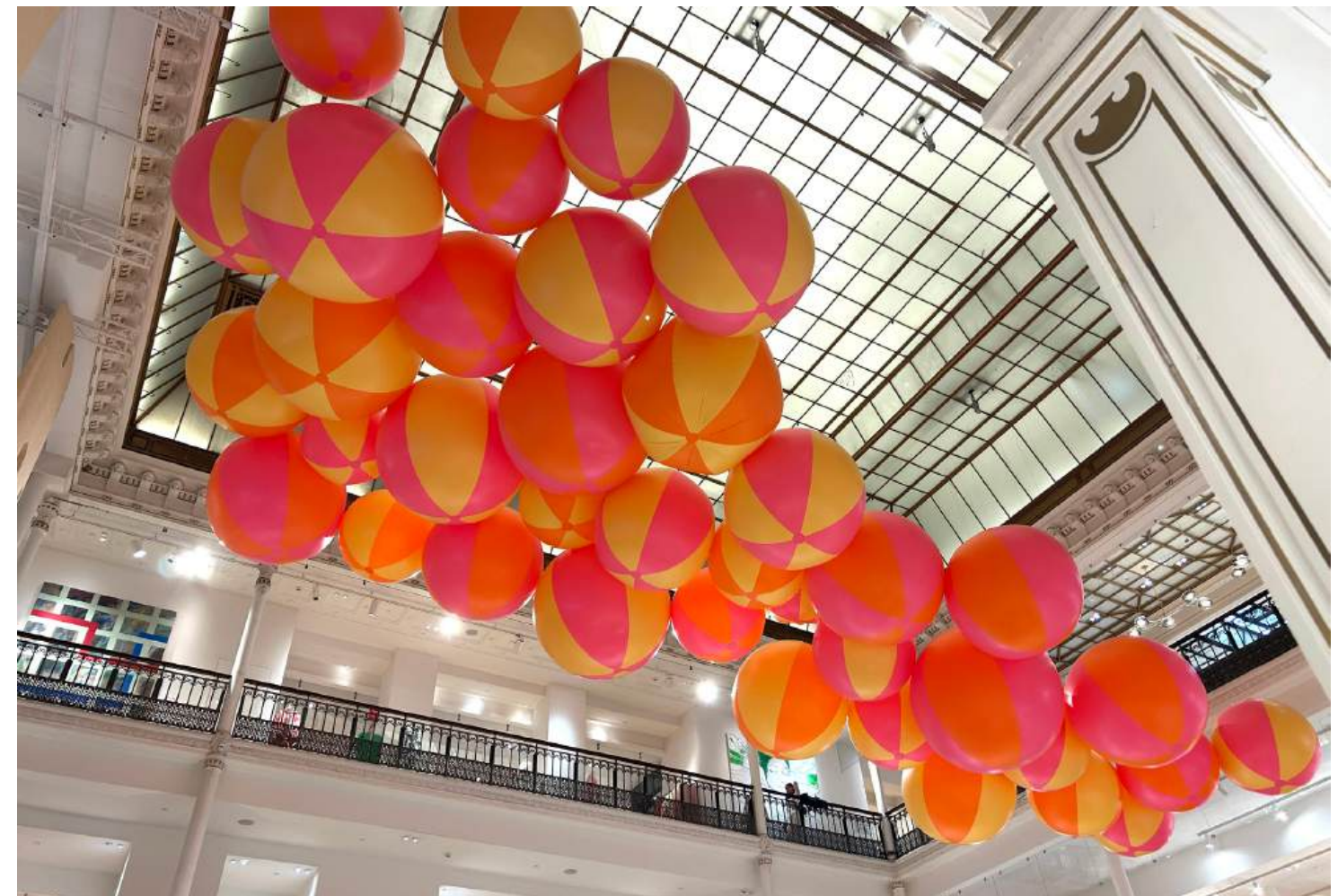
# Love Linen

Pop Up shop, Le BVH/Marais department store, Paris





# Le Bon Marché, Paris





# Longchamp Champs Elysees Paris





# Mannequin styling at Galeries Lafayette

Paris





# Johanna Ortiz Pop Up Shop Bon Marché Department store Paris





## Petter Pharmacy Crouch End, London

The British Seaside has come to Petter Pharmacy, an independently owned Beauty and pharmacy store. Featuring brands such as Neals Yard, Clarins, Caudalie, this was fun concept to pull together and install using traditional beach buckets, ice cream cones and real sand.





## ANTALIS' STADUR EASYPRINT HITS THE PERFECT NOTE FOR BRENTFORD'S MUSICAL MUSEUM

Antalis design partner Thunk Studio creates an immersive gallery space showcasing six decades of innovation by Japanese musical instrument manufacturer Korg.

The Korg Gallery opened at the Musical Museum on 17th September 2024 in Brentford, London. Stadur Easyprint from Antalis' visual communications portfolio was used for all wall-mounted graphics.

The Korg Gallery at Brentford's Musical Museum offers visitors an immersive journey through 60 years of music innovation, featuring interactive displays and over 50 historic instruments. The gallery space invites music enthusiasts to discover the iconic instruments behind countless records, film scores, and game soundtracks, which continue to inspire artists and shape music creation to this day. Graphic panels portraying Korg's musical heritage feature prominently throughout the space, with reproductions of historic advertisements, photographs and design details. Antalis' Stadur Easyprint was a key substrate used across the project.

"We needed a lightweight yet durable substrate with high-quality graphic reproduction capabilities, which made the 10mm Stadur Easyprint an ideal choice," explains Martin Malins, owner of Thunk Studio.



Stadur Easyprint is a lightweight, rigid, PVC-free foam board suitable for interior and exterior use. It is optimised for digital printing and finishing and can be bent and folded without breaking. Milling V-shaped grooves enables the foam board to be easily folded by hand, while milling slot grooves allow various geometrical shapes to be generated, allowing creative design options.

The installation presented unique challenges, with some graphic panels spanning over 2.5 metres in length. Thunk Studio's approach saw the panels mounted on spacers designed from the same Stadur substrate to minimise waste and enable clean wall installation without intrusive mechanical fixings. Supporting print elements were strategically attached to enhance the 2D displays.

"Working in close collaboration with Antalis Specification Consultant Claire White allowed us to present design concepts alongside our intended materials," Martin continues. "This approach enabled the client to fully visualise the concept before implementation."

Beyond the wall graphics, Thunk Studio created bespoke product display units, a What Music Means to Me... interactive wall and a "play table" enabling a hands-on musical creation experience for visitors of all ages and abilities. The Korg Gallery complements the Musical Museum's broader collection of historic instruments, including a fully operational Wurlitzer organ.

For more information or to request a sample, please visit [antalis.co.uk](https://antalis.co.uk) / [antalis.ie](https://antalis.ie) or contact Antalis at [contact@antalis.co.uk](mailto:contact@antalis.co.uk)



## Jarrolds - Norwich

We're celebrating the beauty of Norfolk with a special window takeover featuring the work of artist Tabitha Mary Cross. Tabitha and her family have a deep connection with Norfolk and visit every year, as have her Husband's family for generations before them. Known for her distinctive travel prints and gifts, Tabitha has been capturing cherished places and personal memories since 2012. Her work, inspired by 1930s travel posters and bold wartime graphics, brings iconic landscapes to life, including the Norfolk coastline that's close to her heart. Her vibrant artwork, from Blakeney Quay to Sheringham and Holkham Beach, now takes pride of place in our store windows, alongside curated summer looks that capture the relaxed coastal spirit. Next time you're in Norwich, stop by Jarrolds to see our **Destination Norfolk** windows and let the coast inspire your summer style.





## Village Chic

For the first two weeks of August, the seaside came to Newark-on-Trent where families were encouraged to get in the beach mood and enjoy the many activities on offer. One independent shop, Village Chic, went the whole hog and painted the outside of their shop in a nautical theme with a fabulous window display to co-ordinate. What a stunning transformation!





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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





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](http://www.skissi.com)



Jane Le Bon Creative  
Jane Le Bon FBDS  
VM Installations | Window display  
Events | Online styling

[www.janelebon.com](http://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](http://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](http://www.creative-download.co.uk)



Kat MacLennan FBDS

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

[www.dottodot.work](http://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](mailto: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](http://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](http://www.sizzledesignlondon.co.uk)



Visual Display  
Training

Helen Goodwin FBDS  
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Mags McAlpin FBDS

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Abdulrazak Mohamed

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MDN Display and Design Ltd  
Michelle De Neys FBDS  
Visual Merchandising,  
Window Design & Install,  
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Liz Johnston FBDS  
My 40yrs experience covers styling windows, interiors and venues Kent, Surrey, Sussex and Greater London

[liz@strictlyvisualdisplay.co.uk](mailto:liz@strictlyvisualdisplay.co.uk)

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[www.wearebrd.com](http://www.wearebrd.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](http://www.browningsltd.co.uk)

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## 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

[www.global-mannequins.com](http://www.global-mannequins.com)

# HOL group

## 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](http://www.hol-group.com)

# icatcha design&display

## icatcha

**Gill Segar**

Wallasey, Merseyside  
CH45 6TN  
UK

<http://icatchadisplay.co.uk>

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[www.themadpeople.com](http://www.themadpeople.com)



Visual Display  
Training

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York

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[crystal-panel.com](http://crystal-panel.com)



## Design4Retail

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

[www.design4retail.co.uk](http://www.design4retail.co.uk)

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[www.dnationuk.com](http://www.dnationuk.com)



## Minki Balinki

Leading brand visual and merchandising and window displays

<http://www.minkibalinki.com>



## Morplan

Morplan is the number one supplier to the UK's retail and fashion industries and, with over 9,000 products featured in our catalogue and many more online, we aim to be the one stop shop for all our customers.

<https://www.morplan.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](http://www.thisisnathanward.com)





### Northbanks

Retail Design Agency  
67 Grosvenor Street  
London W1k 3JN

[www.northbanks.co.uk](http://www.northbanks.co.uk)



### Paper Lounge

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[www.paperlounge.co.uk](http://www.paperlounge.co.uk)



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### 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](http://www.vmanddisplay.com)



### Railston

#### Railston

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[www.shimmerwalls.com](http://www.shimmerwalls.com)



### Liz Johnston FBDS

Kent, Surrey, Sussex and Greater London

My 40yrs experience covers styling windows, interiors and venues

Email: [liz@strictlyvisualdisplay.co.uk](mailto: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](http://www.thegraphicaltree.com)

### The Map Group

[www.tactology.co.uk](http://www.tactology.co.uk)

## CORPORATE MEMBERSHIP BENEFITS

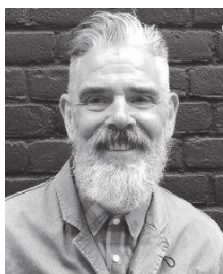
- The endorsement of the British Display Society to increase your company's credibility.
- Association with our work in education, centres of excellence and our prestigious history.
- Use of the BDS logo on your stationery, media and publicity material.
- Listing on the BDS website with a link to your website.
- Opportunity for contact with other Corporate Members and the ability to network.
- The right to attend and vote at the Annual General Meeting.
- Opportunity of applying to join the BDS Council.
- Opportunity to contribute with editorial or free advertising within our VM Spotlight magazine.
- Opportunity for your directors and staff to apply for Individual Membership.
- Opportunity to advertise on our Facebook, Linked-in and Instagram pages.

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



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