



Congratulations to our Centre of Excellence College VM Students from Hertford Regional College in Ware. Jude Geraghty and Wiktoria Markiewicz won the BDS student competition at the VM & Display Show.

Welcome

Sorry for the delay! But we are sure you'll agree it was worth the wait. Following the VM & Display Show we have new individual and Corporate members join and we wanted to give them all the opportunity of being included in this edition. A warm welcome to all our new members!

The VM & Display is now just a happy memory following months of preparation. What a great success it was and clearly showed that VM is still very active and full of new, fresh ideas.

It was so good to chat with our members who stopped to say 'hello' and catch-up with colleagues in the industry. Chatting face-to-face is so much nicer than emails!

The BDS Centre of Excellence student competition was hugely popular, and the public and judges alike were wowed by their creative talent. Well done to our Colleges and students for their continued high standards. And of course, thank you to all of you who voted, it made such a difference to have your support.

If you were unable to attend the show, don't worry, this issue is packed with information and photos of the show – take a tour of the stands, I'm sure you will be equally impressed at the creative talent.

BDS membership, either for individuals or Corporates, allows free articles and advert in the VM Spotlight, so if you are not a member hurry to our website and apply for membership.

[The British Display Society - Memberships](#)

The BDS Team



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'WE WANT YOU' was the message of the British Display Society 2024 VM&D show stand. The BDS, established in 1947, was created to encourage and promote the highest standards of Visual Merchandising, Design and Display. As a Visual Merchandising / Educational organisation our mission is to ensure VM remains a recognised profession that is alive and kicking in a modern retail world.

The BDS student competition, that we do every year at the VM&D show, is one of the most important events for the organisation. It is an opportunity for the BDS to highlight the excellent work from the BDS Centres of Excellence. The students are sponsored by our corporate members and their participation allows them to meet others in the VM world and for potential employers and influencers in our trade and to be introduced to the future of our industry.

'WE WANT YOU' invites all those who are not yet members of the BDS to become part of our support for the future of visual merchandising and its evolution. Taking inspiration from an iconic patriotic theme the volunteer board members designed and built the stand with the generous support of one of our corporate members, Luga Baruga. Our campaign poster called out the "WE WANT YOU" messaging with the finger pointing at 'YOU'. Pointing wooden hands held individual cards with letters spelling out the key message of the stand. Without our members, the organisation and what it is trying to do could not exist. It depends solely on its sponsorship, volunteering and goodwill from its members and the VM and Retail industry.

To highlight the student competition the BDS, for the first time, opened the judging to the visitors at the show. The goal was to engage the public with the students and was a huge success with over 400 votes being cast. Voting booths were a main feature of the stand where visitors could cast their ballots and helped draw attention to the student competition. A mannequin, provided by Railston, stood in the second voting booth to add some amusement to the display.

The students were engaging with the visitors as well as other exhibitors. Some of the VM Students were fortunate to be offered placements by a couple of the companies exhibiting there which really boosted their confidence.

We enrolled many new members, individuals and companies and some have applied for membership following the show.

Thank you to everyone who came along to the BDS stand to say 'Hello!' And a big thank you to all the visitors.



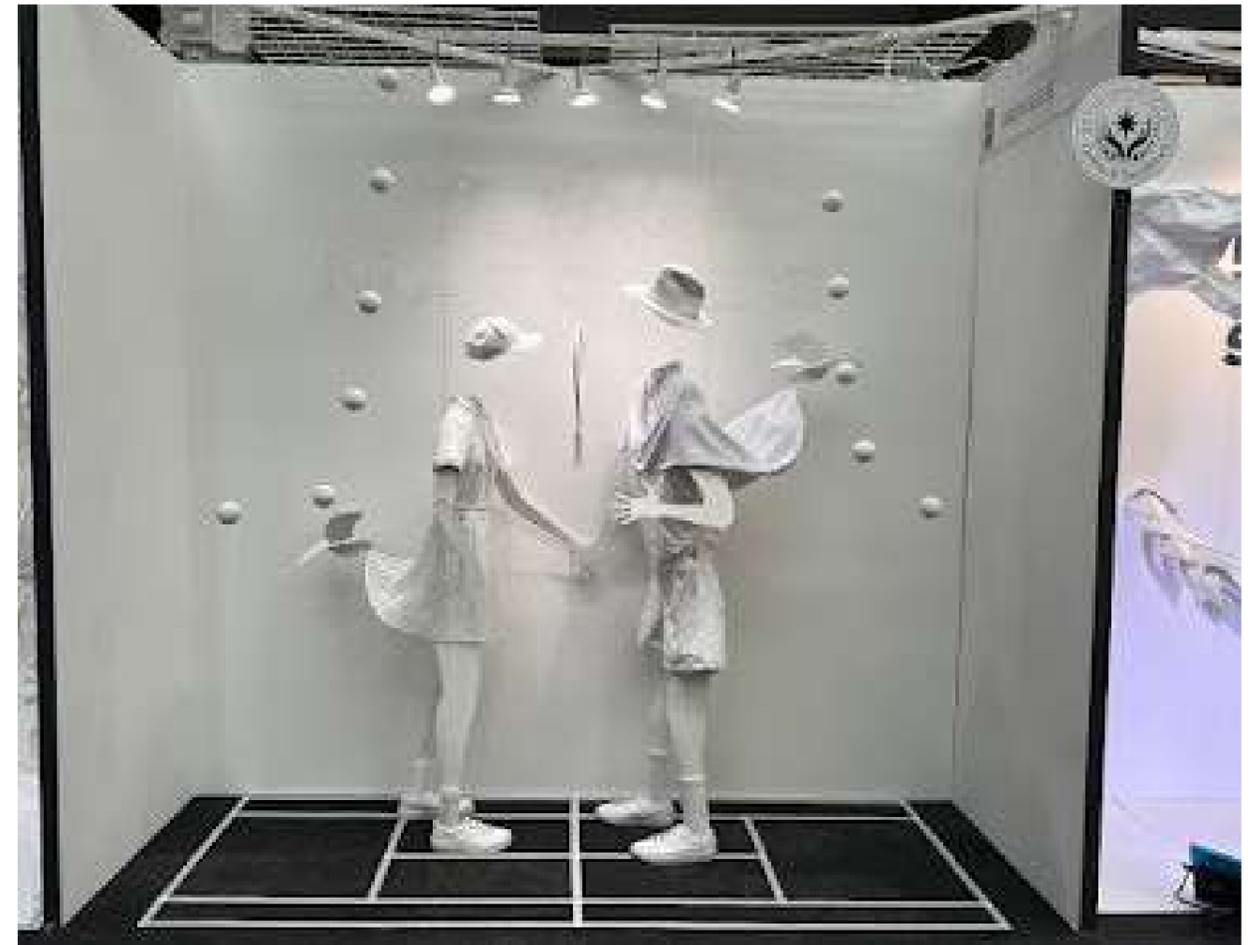
The BDS Centres of Excellence Student Competition at the VM & Display Show



Ava Kelly and Teraza Fejtкова from TU Dublin,

The dust has settled and the party's over... but wow, what a blast the VM & Display Show was this year! The BDS Centres of Excellence College student competition was a massive hit! So many people popped by our stand to visit us and to view the brilliant student windows. What a success the show was for us this year! Our stand was packed to the rafters each day with people coming to visit us, say hello, and see our amazing students work. I've never received as much positive feedback about the professionalism and creativity of our students as I did this year. They were....

Jude Geraghty and Victoria Markiewicz from Hertford Regional College,



Daisy Wordham and Fabian Draiman from Windsor Forest College



and Chelsea Rowlands and Lillie Scott from Hugh Baird



Back in November last year I wrote the brief for this year's student window competition, and we contacted all of our Centres of Excellence. The colleges who accepted our challenge were Hertford Regional, Hugh Baird, Windsor and Dublin. I wanted the brief that I set them to really inspire their creativity and display their commerciality. In line with industry standards this assignment wasn't just about designing a pretty window, but it was essential that it was also commercially viable and on brand.

Here was my brief.

**VM & Display Show 2024
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 VM & Display Show 2024 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 Matches Fashion, a large high end luxury multi-brand business selling both fashion and home premium products. For 2024 we want to run a huge summer campaign across the entire brand. The theme to our summer Omni channel campaign is quite simply "White". The strap-line to the promotion is 'White Hot Summer'. This promotion must be cohesive across all of our channels and for this assignment we want you to produce the following two pieces of work.

1. In line with this campaign, we – Matches have been offered a 3-month summer long pop-up space in Liberty London along with one of their side windows in Great Marlborough Street. Please design a strong impactful brand appropriate IRL window for this. You can choose to promote one or any of the brands that we sell. (This is the window you will install and present to the judges at the VM & Display show in April 2024) You will be given two days to install this window. The window dimensions are 2m wide x 1m deep x 2.74m High.
2. For this pop-up opportunity we are also being offered a 4m x 4m mat within the Liberty store. One side of the mat is a natural unpainted authentic red brick wall. The other three sides of the mat are all open to the store. We have the choice of it being on either the fashion floor or the home floor or both categories could be combined, and the mat positioned in one of their pop-up spaces by the main atrium area where footfall is heavy. Design this mat taking into consideration the theme of our campaign, the story you want to tell, the product you want to sell and how you are going to visually merchandise it. Think about the design and placement of all aspects- fixtures, mannequins, signage, lighting, creative, props, furnishings, VM product handling etc. Present this to the judges in either a hand drawn sketch or a computer aided visual (both plan and front elevation) Also present a 300-word descriptive report detailing your design proposal for this space.

Aspects that will be useful to remember when designing your assignment.

- Research the Matches brand thoroughly. Only by doing so can you ensure that your proposed designs are brand relevant.
- Also, research Liberty and your chosen brand(s) thoroughly so that the presentation of these two spaces in the store is in line with their core brand values.
- Think carefully and consider how you can best present all of your work (both IRL and digital) to the judges.
- Be disruptive with your ideas. Think outside the box. Liberty is the house of many premium brands. These brands will be adjacent to yours. You have to be clever with your design in order for the mat and window display to be impactful, stand out, be experiential, tempt customers in and ultimately to be a commercially successful space for the Matches brand.
- Create a theme which is easily adaptable across all channels.
- The window scheme must be cost effective and sustainable. This will show the judges that you have the ability to work with in budgetary constraints.
- The **only** components that you can use in your windows are a white mannequin, if showing fashion product, or a couple of white plinths (various sizes available) if displaying home or food product. These will all be supplied by the BDS. Your window scheme must be made using 30 x A2 sheets of white card which will also

be supplied to you by us. (You don't need to use all 30 sheets, but these are what will be available to you) This card must be the integral component of your design. Not an afterthought. Be creative and innovative. Think of all the interesting things you can do with the card to create an amazing scheme, think cutting, folding, hanging, covering, flooring, origami, papier mâché. Any style at all that enables you to create exciting and eye-catching props for your window.

What the judges are looking for and what you will be marked on;

- Creativity
- Commerciality
- Uniqueness
- Brand relevant
- Thinking outside the box
- A good sense of space
- A deep and critical understanding of a brands identity
- Awareness of budget constraints
- A good understanding of how brand identity is translated through visual techniques, store design and product handling.
- A good knowledge of fixtures, fittings, mannequins and signage.
- A good understanding of sustainability within materials and equipment.

It became evident as soon as the students started to create their windows on the show set-up days that the brief had been fully understood and thought through thoroughly. Not only were their windows creatively outstanding but the in-depth knowledge evident in their ideas for the in-store pop up site was phenomenal!

Before the show on Tuesday morning, I explained to the students how much visitors loved them approaching them and talking them through their design processes. Understandably initially the students were a little shy. It's quite a daunting task to approach somebody you don't know and start going through your work, but boy, did those students take up the challenge! I watched them blossom each day of the show. The more compliments they received and the more people they spoke to, their confidence soared. It made my heart swell!

Wednesday morning the show arrived, and it was the big day. Judging day! Our amazing industry expert judges Danny Letton FBDS and Antony Behiels from SDEA were to begin judging our students' brilliant work at 10.30am. The stand grew quiet for the occasion and our students looked nervously on. The judges took the time passing from one student's window to the next. Carefully and meticulously taking on board all of the information the students presented to them.

Once done they scampered off into their judge's huddle. They told me that we had set them a really difficult task due to the standard of work being so high. The votes from the public vote were then also counted as they would contribute to a small part of the overall decision.

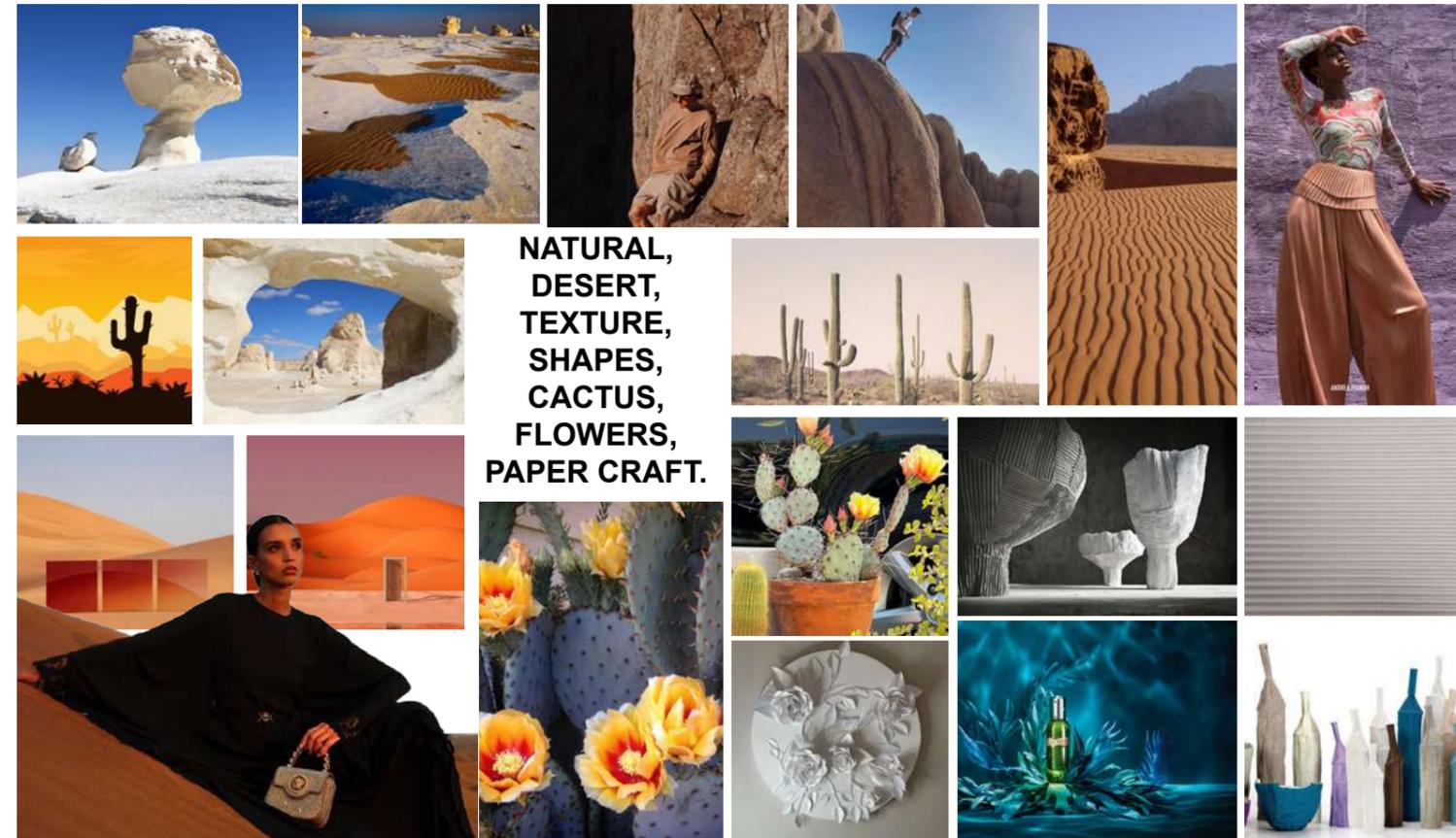
Eventually the judges returned to us from their huddle, triumphant! They had finally managed to decide on their winners. Certificates were hastily written and awards swiftly polished. Iain our chairman had the lovely job of presenting to our students.

Hugh Baird and Dublin were worthy runner ups, Windsor swooped in and took second place and our triumphant winners were Hertford Regional College. A loud whoop went up around the halls as their names were read out. Emotions ran high and there wasn't a dry eye in the house. Their hard work and creativity had paid off! The judges had such amazing feedback for them on how they had put together their whole concept and presentation. Indeed, we were lucky enough that the judges stuck around for us and gave all of our brilliant students their expert feedback. What a day! We can't thank everybody enough who was involved in taking part in such a successful year of the competition and I've already got thoughts running around in my head of what next year's brief will entail!!! Roll on the 9th & 10th April 2025 for next year's show! We'll see you there.

The winners, and their work....



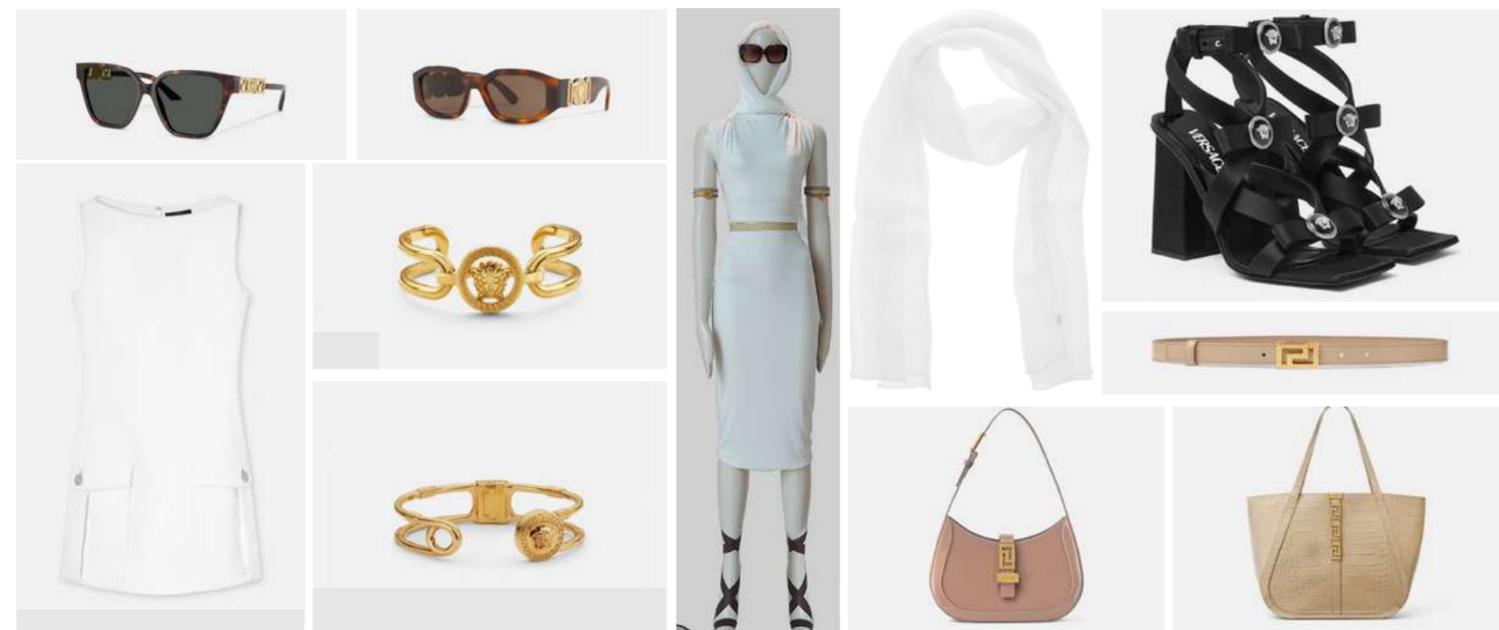
MOODBOARD



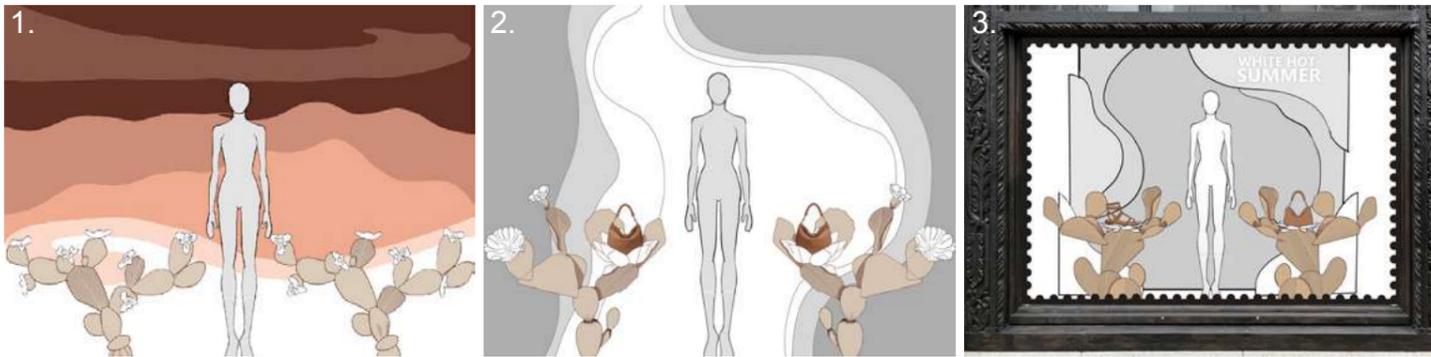
CHOSEN BRAND / KEY FASHION PIECES



We approach brand selection from the top down, beginning with the theme and design of the window display before determining which brand aligns best. The style is reminiscent of the 1950s Palm Springs, evoking Grace Kelly's elegance and the fashion style around the time. The mannequin's portrayal is set in a sandy desert, adorned with a headscarf akin to Grace Kelly's iconic look for basking in the sun, while also nodding to the desert locale. Versace emerged as the ideal brand due to its previous embrace of this aesthetic in their Winter 2019/2020 showcase. This style resonates with Versace's identity, and our choice was further reinforced by incorporating golden fashion accents, such as arm bands and insignia on the glasses, elements synonymous with the brand's signature style.



WINDOW DISPLAY CONCEPT EVOLUTION



Initial concept focused on the key visuals of a desert theme, for example, earthy color palette. The background was inspired by digital illustrations of desert landscapes, transformed into simplified shapes. The cactuses were inspired by opuntia for their unique shape, being flat but holding depth, with intricate flowers that could be constructed with paper. As the concept developed, we drew our focus to the core purpose of the window, the merchandise. By elevating the background to create depth and allowing the cacti to become functional in displaying merchandise, it created a primary focus and directed the visuals to draw attention to the mannequin. By the end of the process the developed design advanced to include the physicality of the concept unlike the second illustration, which prioritized aesthetics. The physical build of the window display was adapted to scale in this final design to realise the background, props and construction.

UPCYCLED MATERIALS USED IN WINDOW DISPLAY



Muslin Corrugated cardboard Invercote Creato paper Corrugated card



A key focus while constructing this window was to keep in mind the importance of being sustainable with materials. When creating the backdrops' structure, we sourced and repurposed 5mm MDF along with a lightweight Muslin cotton, left over from a previous student project in 2005. In turn this created the stage layered backdrop to resemble the wavy hills of a sand dune.

The Cacti are crafted from corrugated cardboard off cuts, donated from design agency, KGK Genix. The cardboard was cut and layered to form the shape of a cacti and was desirable to hold the weight of the proposed merchandise. The works of artist Zoe Bradley inspired the flowers seen on top of the cacti, complementing the corrugated card and serving as a base for showcasing merchandise. These flowers were crafted from petals using donated paper (Invercote Creato) provided for the competition by the British Display Society. The petals are intricately cut, layered, and manipulated to create volume.

A thin layer of unfinished corrugated card, sourced from HRC, was also used in detailing the cacti props. They were utilised to cover the cardboard, providing a texture resembling the ripples seen in desert sand as well as shaping the cactus nopales, which were sandwiched between the donated BDS paper, giving structure to maintain its curved shape.

The proposed design for the Matches Fashion, "White Hot Summer", pop-up at Liberty London aims to seamlessly extend the window display experience into the in-store environment. Embracing the thematic continuity and sustainability ethos, the design integrates cactus props and recycled materials while maintaining a cohesive transition from the storefront to the interior space.

Materials:

The displays will be made with BDS donated paper (white flowers and sandwiched in cacti). Recycled muslin fabric and MDF from previous displays, corrugated card off cuts donated by KGK Genix.

Design Elements:

Drawing inspiration from the window display, the interior space will predominantly feature a pristine white palette complemented with subtle wooden accents. These wooden tones echo the materiality of the cactus props, ensuring a harmonious visual coherence between the two. By incorporating natural elements such as wood, the design not only aligns with the thematic elements but also infuses the environment with a sense of organic warmth contrast from the white of the design.

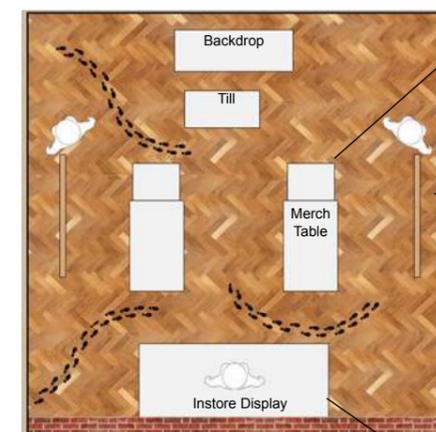
Layout:

For the in-store pop-up, the layout is designed to encourage exploration and lead the customer to a centre display. Merchandise tables placed within the space will showcase a selection of bags and shoes from the chosen brand, while the railings will be used to showcase dresses and other garments. Emphasizing the importance of design storytelling, an instore display will adorn by the unpainted brick wall, serving as a focal point while offering a dynamic backdrop for showcasing merchandise. This display will emulate the layered aesthetic of the window display, captivating customers with its visual depth.

Central to the design narrative is the concept of an imaginative desert, brought to life through crafty cactus props intermingled with merchandise. These props, strategically positioned throughout the space, serve not only as decorative elements but also as functional fixtures for showcasing products. From the moment customers enter, they will enter into a desert-inspired space, where it invites the customer to explore and discover.

IN-STORE POP-UP

Floor Plan



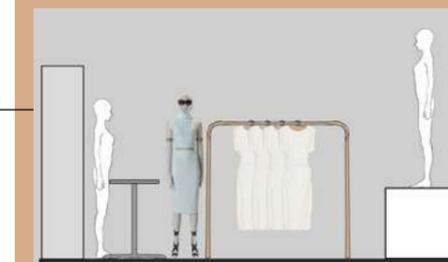
The floor plan strategically guides customers towards the central open area, immersing them in the in-store displays positioned at the far end of the pop-up. The layout offers flexibility in customer entry while notably prompting movement towards the center, fostering increased interaction and potentially boosting sales.

Side Elevation



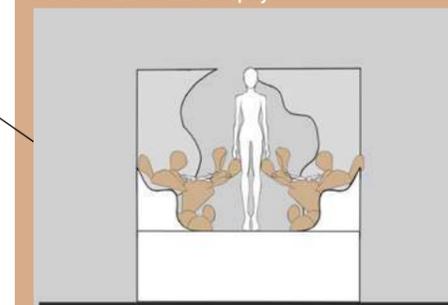
The center of the in-store pop-up is designed to be the focal point for displaying bag and shoe merchandise. The bag merchandise table will be positioned at a higher elevation than the shoe table to create a distinct separation between the two items.

Side Elevation



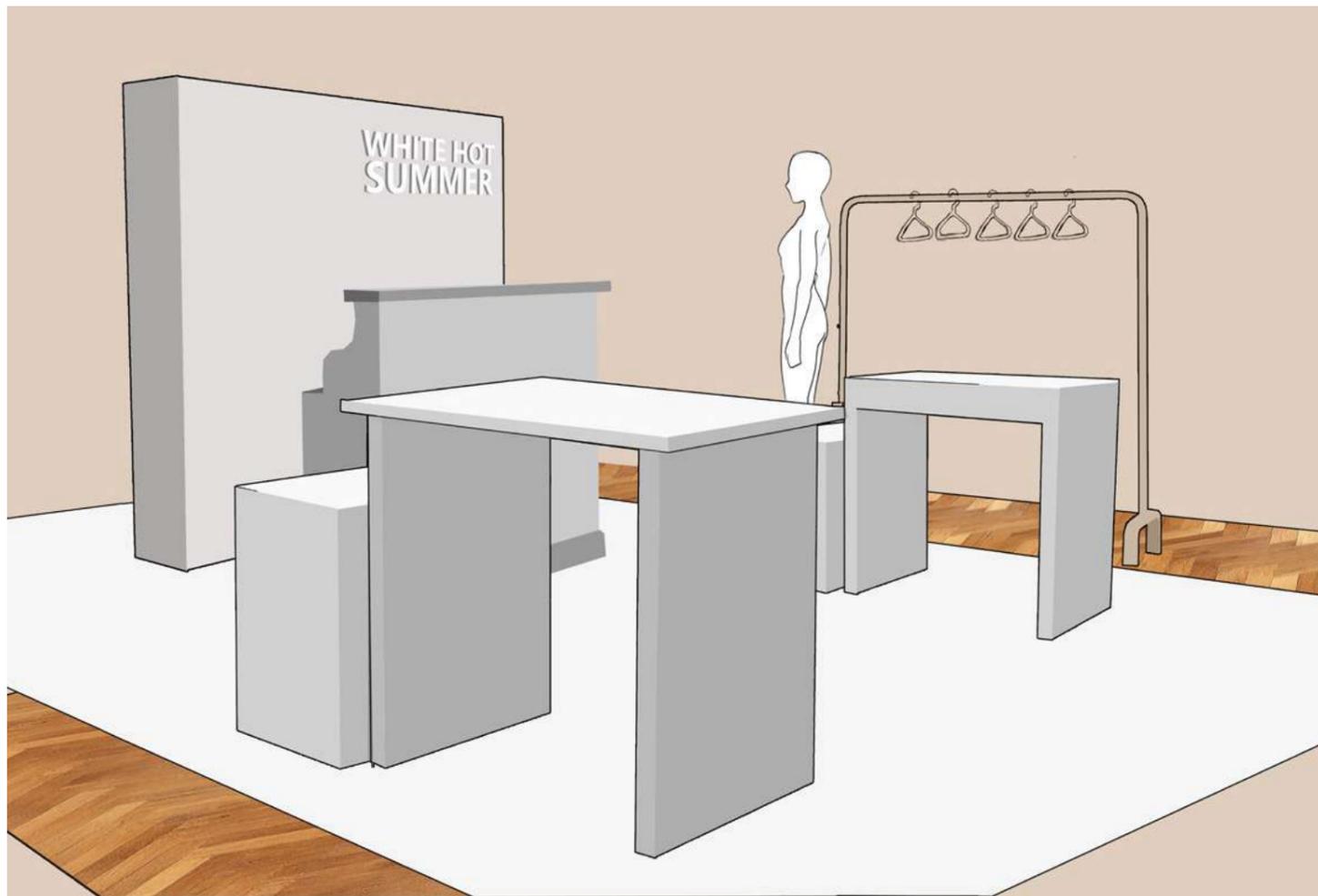
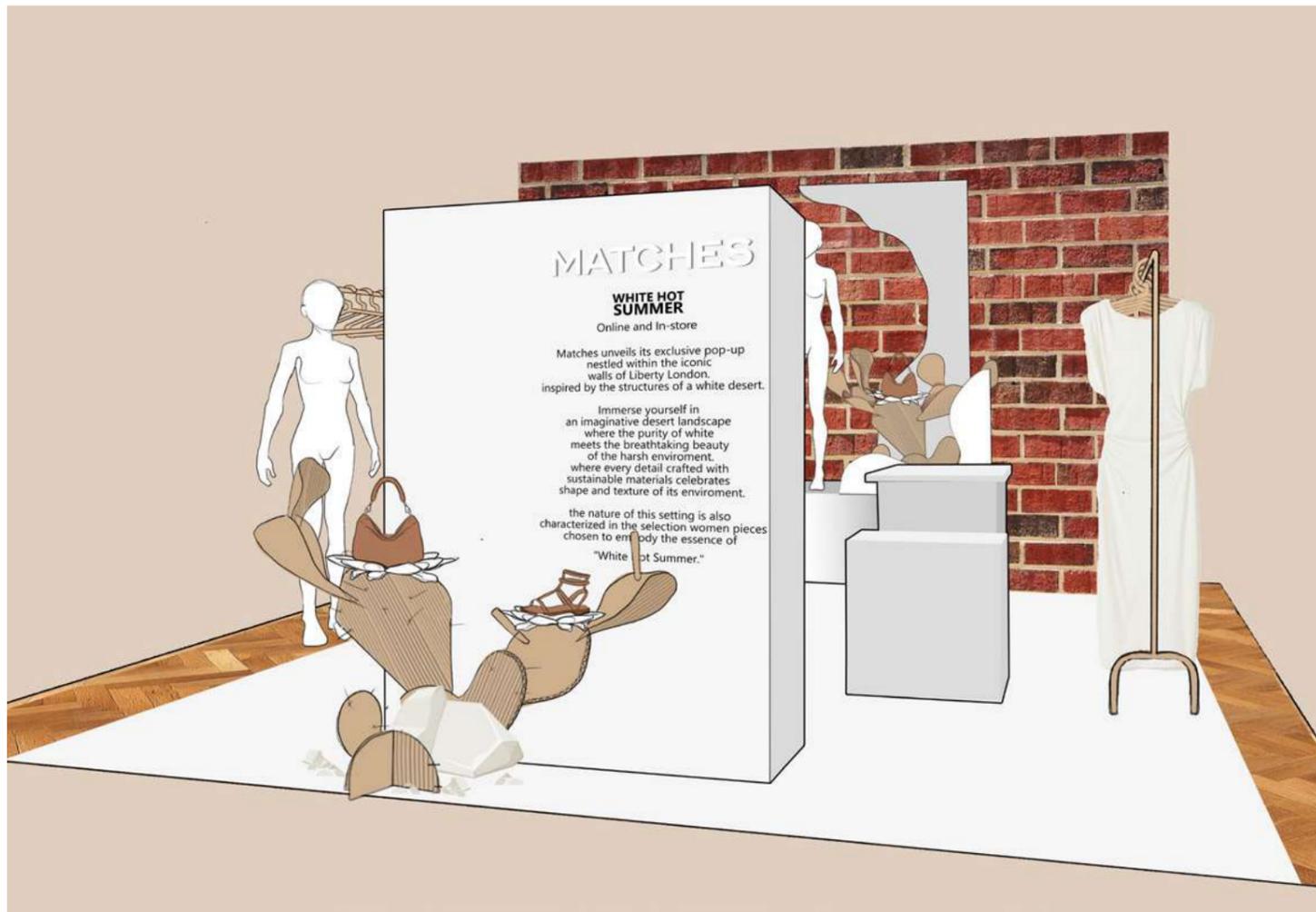
The outer edge of the In-store pop-up is dedicated to dresses. The dresses will be hung on a wooden railing, with a mannequin placed next to them for customers to better understand the garment they're selecting. Placing the dresses on the outskirts allows any passerby to catch sight of the mannequin and understand what is being sold.

Front Elevation In-store Display



This in-store display seamlessly extends the concept of the window display indoors, blurring the distinction between the two spaces. While it mirrors the store window, certain elements are omitted due to space constraints. The display serves as a strategic tool to draw people toward the center of the space, where it is positioned optimally for viewing. By enticing customers to explore, it encourages them to discover what this pop-up has to offer.

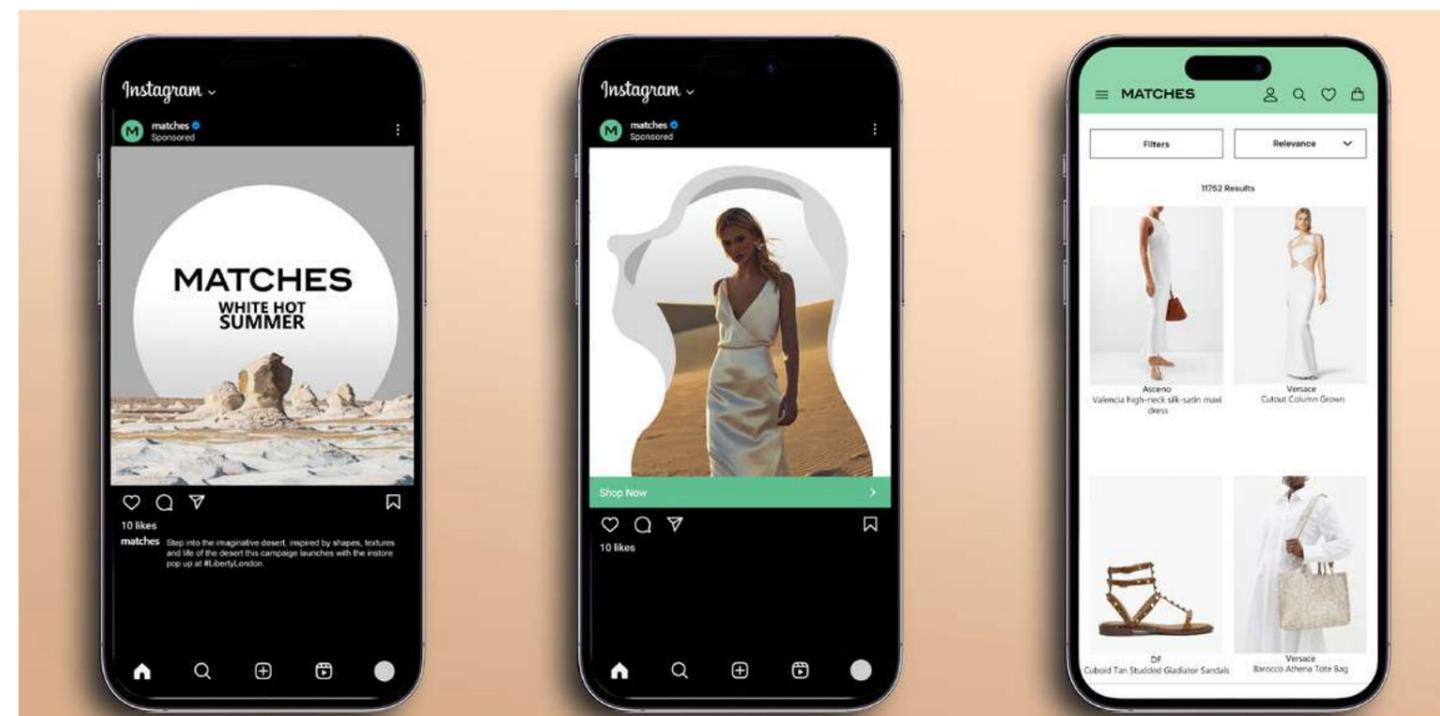
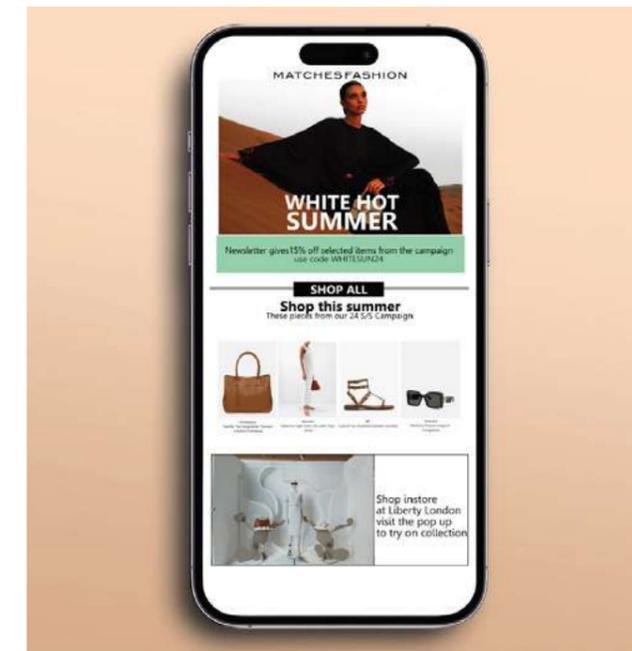
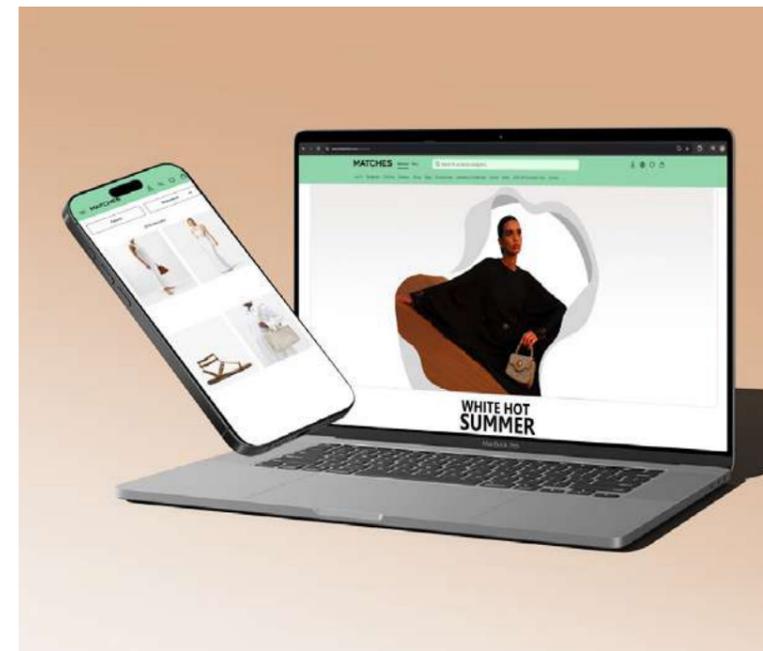
IN-STORE POP-UP 3D ILLUSTRATION



PROMOTIONAL MATERIALS



OMNI-CHANNELS



The Judges



Everybody who took part. Thanks for coming!



Thank You!

On behalf of the British Display Society, I wish to thank all our sponsors in helping us to pull off this great event.

Plus, those who visited the BDS stand to say Hello and to 400 visitors who voted in the Centre of Excellence College VM Student competition.

Thank you to our great VM students and the Centre of Excellence Colleges who took time out of their busy timetable to participate.

If you work in the Visual Merchandising industry, then why not sign up and become a BDS Member?

Individual membership is just £40 a year.

Once you are a member, you can highlight/showcase your work in our VM Spotlight e-magazine which has a circulation of 1.9m readers! That's a lot of readers in the retail/VM industry around the world! It's a great to network with others within the industry. "It's not what you know, but who you know"

Log onto the website and sign up today! www.britishdisplaysociety.co.uk

Iain Kimmins FBDS Chair & Director



BDS take a tour of the VM & Display Show

The show this year had a good turn out and an interesting selection of businesses exhibiting. We took some time away from our BDS stand and our VM student competition to visit some of them.



Team Haven

A niche software platform for retail field team management and data capture and reporting. Clients use it to record the displays and be able to report on it. For tracking and managing their retail investments so can have visibility of store display execution. Taking the headache out of managing interior execution.

Sustain POPAI UK & Ireland

Our stand in the POPAI Zone at the VM & Display Show showcased the whole POPAI sustainability offer including Sustain® our global eco-design indicator tool, the Sustainability Standard used by suppliers in the retail design industry, EcoSupport our dedicated service to brands and retailers, and our training offer.

Powered by POPAI, Sustain® gives an independent analysis of the environmental performance of displays and point of sale. It provides a vital framework for reporting, and measuring factors including CO₂e, water, recycled content and recyclability of display and packaging. It is recommended and endorsed by leading brands and retailers and today is trusted globally by more than 100 companies, having been used with over 50 million displays produced for 450 brands.

Find out more at popai.co.uk/sustainability





Shoplight

Leading the way in sustainable retail lighting. 3-D printed, UK-made bio polymer retail lighting products that reduce energy consumption through manufacture, transport and operation. Uses bi-products of corn starch and other sustainable ingredients to 3D print the light fittings. At the end of life, they can be ground down and reprinted.



PelUCA World

A simple and elegant stand that scaled back with chic mannequins and dramatic hairstyles. Less is more.

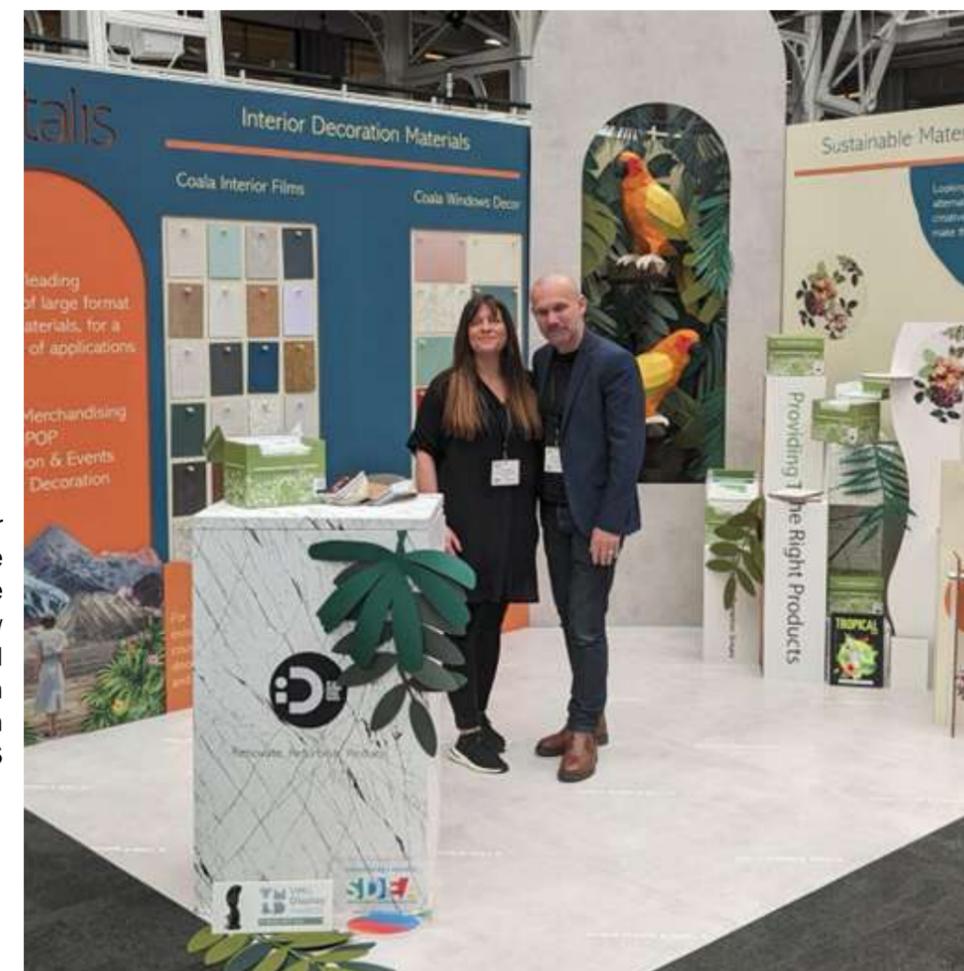
Circle Lab Collaboration with Hypervision

A holographic display manufactured in the UK and originated back in 2011. The interactive display is a creative and immersive experience and increases dwell time. The digital avatar is composed of three displays that create one single image that works with voice recognition lined to Chat GBT so you can ask it questions and it answers you to the best of Chat GBT's ability.



Antalis

The highlight was the interior decoration and sustainable materials ranges along with the services Antalis offers. The show stand used their Xantia range and their Creative Papers were used in the focal point done in collaboration with Nathan Ward, another BDS Corporate Member.



Shop & Display Equipment Association SDEA

The SDEA had a very successful show helping to promote our members and recruiting numerous new members. Our Networking Evening was once again at full capacity, welcoming over 100 suppliers and retailers.



Mega

The stand paid homage to Robert Indiana's LOVE sculpture. Larger than life, no reason to be subtle, that's MEGA!



Sustainable Floristry

The beautiful stand allowed us to see Biotreated flowers that last up to a year, in real life and be able to touch them. Sustainable Floristry is the most sustainable option for flowers as they are real and last so long.



Hello Flamingo

An award-winning design and manufacture company that specialises in producing retail displays, in-store solutions, pop-ups, event installations, activations and experiences. The stand was full of huge good-luck cats and was a beacon of creativity at the show.

Paper Lounge

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



FaberExposize UK

As industry leading wide format printers, we really wanted to make a statement at this years VM & Display Show. With sustainability being high on everyones agenda we wanted our exhibition stand to be based around this. After some internal discussions our Greenwashing Liquid bottle was born in the hope of challenging certain 'green' strategies that we feel are maybe not as green as you think! Sustainability is an important part of our business and being open and transparent about our practices is imperative. Our Pragmatic planet saving Action Now initiative was formed in 2018 to help achieve our sustainability goals and has made us change the way we operate as a business for good.

What our green initiatives have achieved:

- Moved to a zero land fill policy
- Offer closed loop recycling with a return to base model
- We produce products from recycled material and then recycle for you
- ISO Accredited: ISO 14001 Environmental Management Standards and ISO 9001 Quality Management Standards
- Recognised for contributions towards Innovation and Sustainability by the **Digital Printer Awards 2021**

Washing up liquid bottle and counter

- The 9ft washing up bottle made from reboard which is 100% recycled waste papers from Europe
- The Reboard is Swedish made, FSC accredited, fully recyclable and the printable liner is also PVC free and all adhered using non-toxic water-based glues.
- Counter is made from Reboard

Flooring

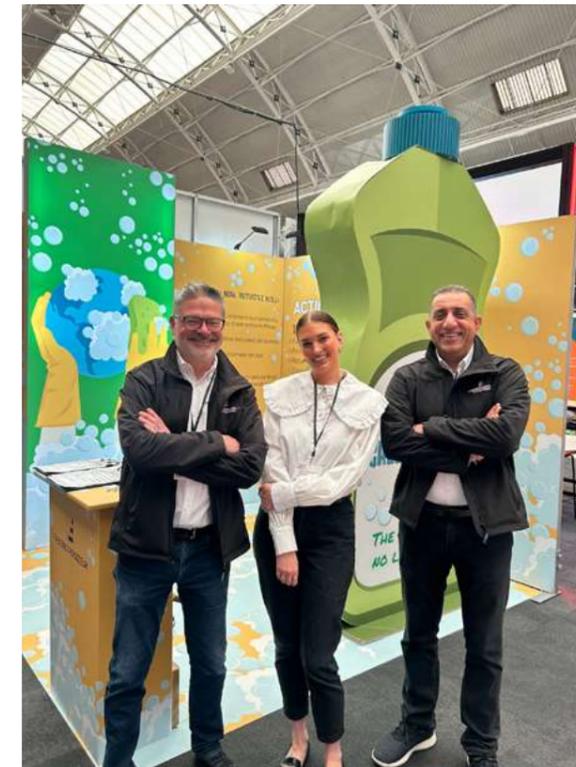
- The carpet is not recyclable unless the gel backing is dissected/cut away from the polyester fibre.

Tension Frame

- Is made from 100% Polyester knitted fabric, PVC Free and fully recyclable.
- Metal Frame system is fully recyclable, durable and is reusable
- Waterbased inks used

Lightbox

- 100% Post Consumer Recycled Polyester and woven fabric.
- Water based inks used.



2024 VM & Display Show

It was great to see and catch up with a few great names from the VM Industry

Iain Kimmins FBDS



Ross Inanc from HOL Group



James North from Northbanks



Rachel Ferguson from Window France



Virve Arvola
(who travelled from Finland to visit the show)



Celia Leeson Cox
Head of Creative at Yarnton Home & Garden

BDS Corporate Members exhibiting at the VM & Display Show, London

It was great to see some of our Corporate Members exhibiting at the VM & Display Show in London

Our Corporate Membership is open to any business that supplies goods or services to the retail or visual merchandising industry.

By becoming a Corporate Member, you will receive unlimited Free advertising on our social media sites along with

Advertising in our VM Spotlight e-magazine which has a circulation of 1.9m readers within the retail and VM industry. It's a great way to network with others in the industry, while advertising and showcasing your goods and services.

Corporate Membership is just £150 for the first year and £200 for subsequent years.

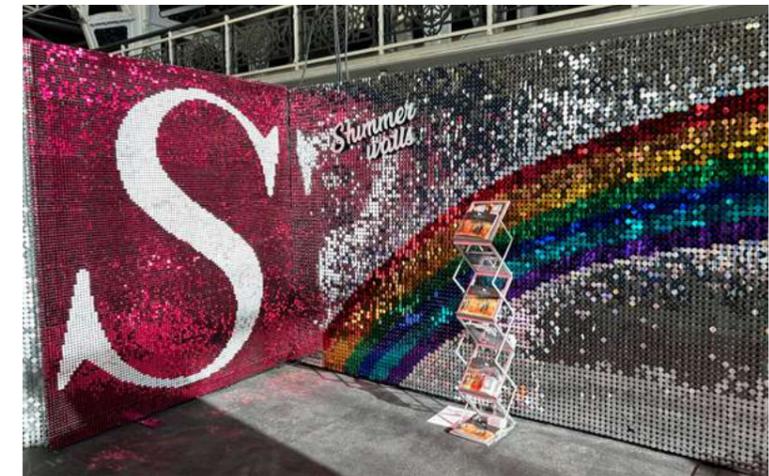
Log onto the website and join today!
britishdisplaysociety.co.uk/join-the-bds



Nathan Ward



Shimmerwalls



Antalis



Mad About Design



Minki Balinki



Northbanks



Paperlounge



Glitter Walls



NEXT GEN DESIGNERS

2024 Live Retail Brief



BRIGGS HILLIER .



“ This module gives students a head start on their peers & brilliantly supports their transition from student to designer. ”

LUCY MOORE
Operations Manager at Briggs Hillier & UoL Advisory Board Member

UK design studio, Briggs Hillier, delivers a “Live Design Brief” module to Interior Architecture & Design students at the University of Lincoln

2024 “Live Design Brief” Module: Briggs Hillier X University of Lincoln

Aiming to inspire future designers with a career in commercial design, one of the UK’s number one design studios, Briggs Hillier, hosted a “Live Brief” module at the University of Lincoln. Associate Creative Director, Adam Price, and Operations Manager at Briggs Hillier and UoL advisory board member, Lucy Moore, delivered a full-day workshop to the University of Lincoln’s second year Interior Architecture & Design students.

Upon being allocated a brand on which to base their work, the students were given a hypothetical design brief similar to one that the design studio might receive from a client.

Snippet from the brief...

“Develop a concept that captures the essence of the brand’s identity & products that will be the best showcase in a bricks and mortar environment. In order to design the space effectively, you must understand and analyse the products, identity, target market, touchpoints, competitors and positioning. Propose a concept for the retail unit which realises the brand, both spatially and visually.”

Lucy and Adam returned to UoL on an interim visit to review what the students had achieved so far, before returning for a third time with Creative Director of Briggs Hillier, Adrian Briggs, for final presentations where students were tasked to present a design deck answering the key brief deliverables.



Encouraged to work collaboratively, students were given the opportunity to connect with other designers on their course and experience delivering a group project, similar to how they will be required to work in a studio setting, and the different dynamics that it brings.

Grace Wardle, second year Interior Architecture & Design student at UoL, said: “By working in a team for this project it was really nice being able to bounce ideas of each other and helping each other through different parts of the brief.”

We all learnt how valuable it is to work in a team during this project as we all communicated lots over the two weeks to be able to produce a strong design for our presentation.” Jessica Mortimer, added: “As a student I am extremely appreciative of the insight and guidance I have gained about the industry which will continue to motivate me in my early industry path. It was a fantastic experience, and I look forward to possibly working with them again in the future.”

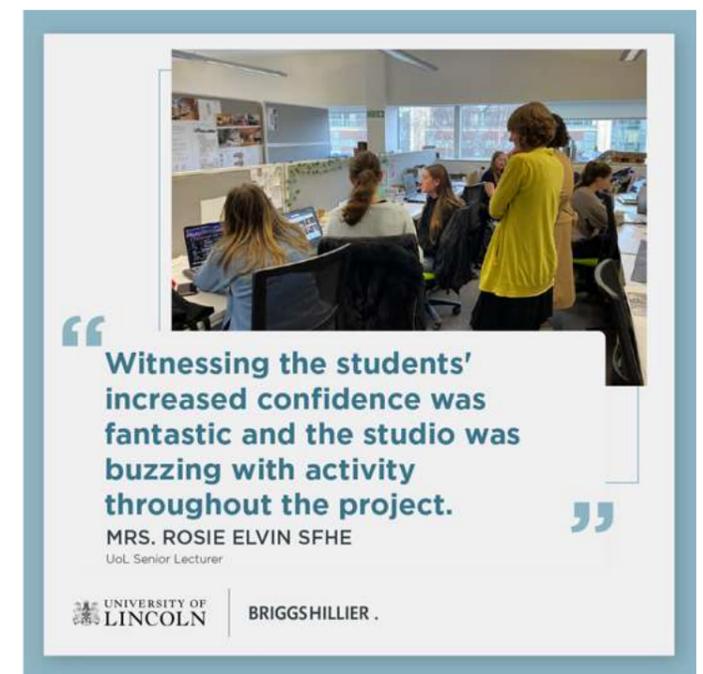
Following final presentations, Lucy and Adrian spoke to the students about preparing for getting a role in the industry.

Lucy explains, “Having delivered this module previously at the University of Lincoln, we know how valuable this type of experience is for the next generation of designers entering into the industry. “It gives them a head start on their peers simply from knowing what to expect after university and brilliantly supports their transition from student designer to professional designer – as well as giving us an opportunity to see the design talent prior to it entering the workforce!”

“It was also insightful for us to see how the next generation is using AI as a tool for inspiration, and the amount of research this year’s students had put into the project within the short time they had to deliver.”

Senior Lecturer at the University of Lincoln, Mrs. Rosie Elvin SFHE, said, “During the collaborative project with Briggs Hillier, Lucy and Adam played a pivotal role in enhancing the students’ experience during studio sessions. Beyond providing insightful design feedback, they offered valuable advice on CVs, portfolios, and interviews.

“Witnessing the students’ increased confidence and enthusiasm was fantastic, and the studio was buzzing with activity throughout their project collaboration. Adrian joined us for the final design pitches which was invaluable. It was indeed a fantastic and enriching experience all round!”



From Window Displays to Fashion Inspiration: Samantha Eddleston's VM Odyssey

In the dynamic world of Visual Merchandising, where creativity meets commerce, Samantha Eddleston has carved her path through serendipitous encounters and unwavering passion. Her journey is a testament to the power of inspiration, resilience, and the artistry behind captivating displays.

The Accidental Beginnings

Most VM professionals can trace their origins back to chance encounters that blossomed into careers. Samantha's story is no different. She began her VM journey during secondary school, working at Marks and Spencer in Harlow. Inspired by her grandmother's dream of her mother becoming a window dresser, Samantha found herself drawn to the magic of visual storytelling. Even during her Saturday shifts, her focus remained fixed on the window displays—their arrangement, colours, and impact.

Education and Growth

Samantha's formal training came from Hertford Regional College in Ware, where she immersed herself in the VM course. Armed with knowledge and enthusiasm, she embarked on a journey that would take her through various retail giants.

- Littlewoods: A year here honed her skills, but Samantha hungered for more.
- BHS: As a VM manager, she contributed to shaping the brand's visual identity.
- House of Fraser: Samantha's tenure as Sales Manager at the Guildford store provided a commercial background, thanks to leadership training.
- Morgan: The heyday of new store openings at Oxford Street fueled her passion further.

Ann Summers and Bold Marketing

In her 30s, Samantha joined Ann Summers — an inspiring business known for its daring and thought-provoking marketing campaigns. Bumping into a former BHS manager who now worked for Ann Summers led her to this exciting opportunity. Opening 40 stores annually, Samantha thrived in an environment that celebrated creativity and pushed boundaries.

Building from Scratch

When her retail director moved to Phase Eight, Samantha stepped up as the head of VM. Armed with determination, she built the VM team from scratch. Her tasks included creating guidelines, educating store staff and concessions, and establishing model stores. The business's global expansion and profitability goals kept her engaged for six fruitful years.

Navigating Challenges

Samantha's journey took unexpected turns. From DCK (jewellery manufacture) to Misguided, Debenhams, Tesco, and LK Bennett, she continued to shape VM guidelines. However, business liquidations and personal growth led her to explore new horizons.

- Fat Face: Just before the pandemic, Samantha embraced the role of a store manager.
- Barbour: Here, she found her home for the past four years, inspired by brands like Anthropologie, Selfridges and Sweaty Betty

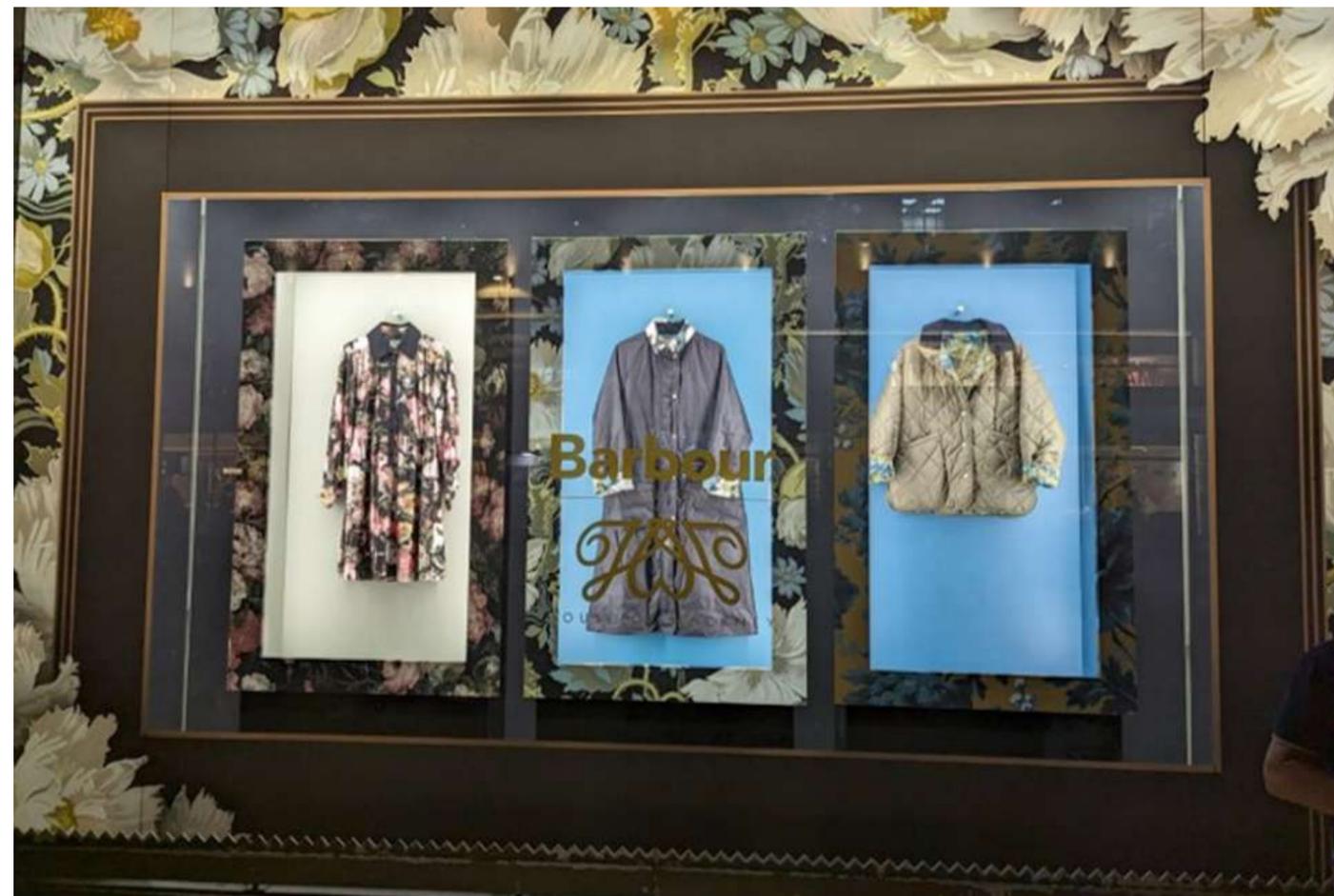
A Window That Speaks Volumes

Among the many displays Samantha has curated, one stands out—Barbour x the House of Hackney window Stripping away campaign photography, she let the prints and products shine. It was a masterclass in simplicity, where the visual language spoke louder than words.

Samantha Eddleston's journey reminds us that VM isn't just about arranging products—it's about weaving narratives, sparking emotions, and leaving an indelible mark on the retail landscape.



COVENT GARDEN



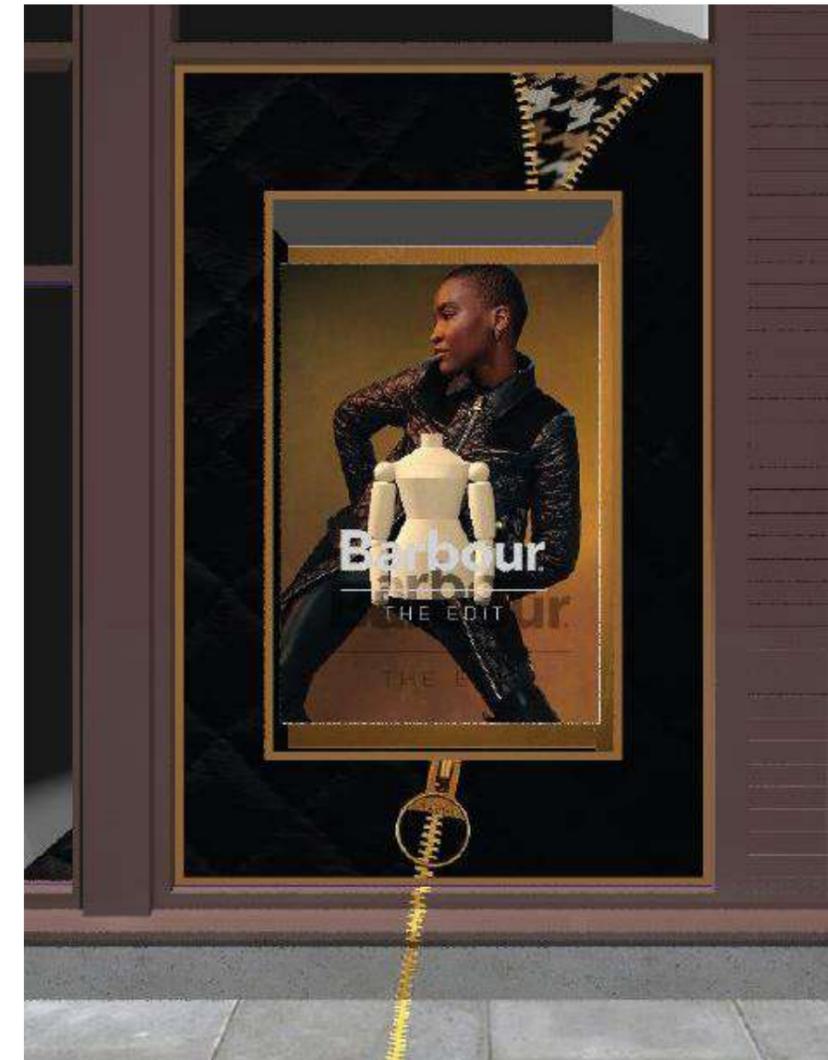
HOUSE OF HACKNEY X BARBOUR REGENT STREET WINDOWS

House Of Hackney X Barbour Regent Street Windows



UK VM ELEVATION

WSW The Edit Window Mock-Ups



UK VM ELEVATION



GLOBAL DESIGN



GLOBAL DESIGN

Jashanmal - Dubai

جاشنمال
JASHANMAL

The Home retailer Jashanmal based in Dubai have been clients of Creative Download for many years. Working with their in-house VM team, it is on-going VM consultancy to deliver and implement concepts for their stores across Dubai and multiple sites across the Middle East.

On our visit to Dubai in February, we assisted with the installation of Ramadan windows throughout their stores.

In addition to the window installations, we developed and installed a Pop-Up Ramadan shop in their flagship store in Dubai Mall. This Pop-Up Ramadan Shop was very much an idea that was developed within a day, signed off on a Monday and installed overnight on a Thursday.

Ramadan, a sacred month in the Islamic calendar, is a time of reflection, fasting, prayer and spiritual renewal. This significant period is marked by a unique blend of cultural and spiritual elements that come together to create a profound atmosphere.

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The Savill Garden

WINDSOR GREAT PARK
The Savill Garden

As with many of the Visitor Attraction sites who are clients of ours, the run up to Easter is a busy period for us. New merchandise has arrived following the buyers visits to Top Drawer and Spring Fair and this is a great opportunity to give the retail gift shops a new fresh look and feel with exciting merchandise, and Savill Garden is no exception.

The Savill Garden is part of the Crown Estate, and the Home/Gift Shop and Restaurant is set in a stunning architecturally designed building within Windsor Great Park.

Creative Download spent several days relocating fixtures and product categories giving the Home/Gift Shop a new exciting environment for that all important customer experience and ensuring a memorable shopping experience. In addition to this the restaurant has a selection of display cubes/showcase which were dressed with props loaned out from our display store.

With many of our projects, you have to think on-your-feet as it is pointless to draft up visuals as we don't know what merchandise/stories/themes we are working with until we arrive on site.

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CREATIVE DOWNLOAD
VISUAL MERCHANDISING CONSULTANCY



Steen & Strom - Oslo

The campaign is called "Awakening" and it is an ode to signs of spring and all the positive feelings this awakes in us (especially after the long and dark Scandinavian winter).

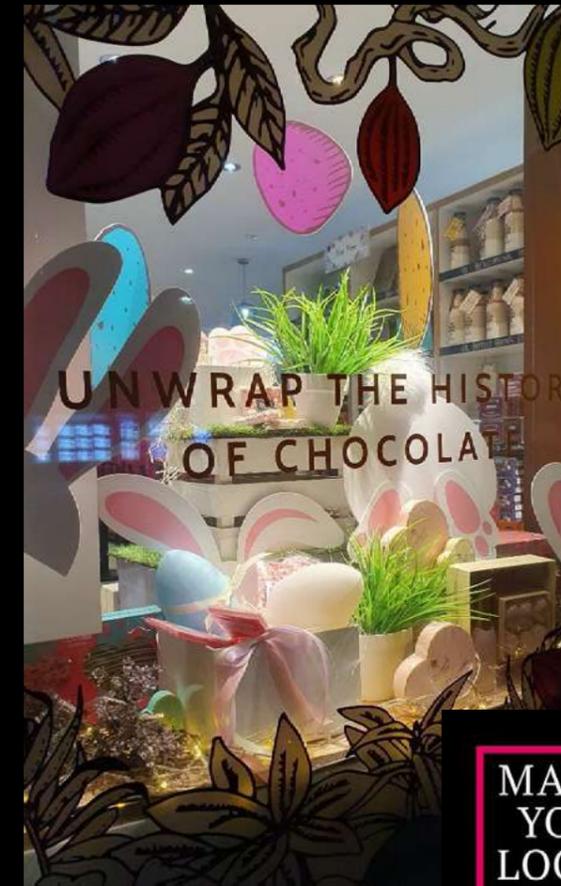
The windows are decorated with real moss (preserved) from Trysil in Norway.

Daylight. Snow is melting. Water dripping from the rooftops. Birdsong. Bare streets. Lighter shoes. Lighter jacket. The sun warms your face. Green buds on bushes and trees. Spring.

Photography: Johanne Nyborg.



YORK'S CHOCOLATE STORY



EASTER DISPLAYS

Bunny bottoms everywhere! Fluffy, bespoke poms for tails, feet poking out and ears too. That's all our Easter Bunnies would allow us to see as they busily hopped around the shop burying chocolate and eggs for children to find in the windows, interior displays – in fact, almost everywhere!

A fun display to do as tourists start flocking to York.



Hedonism Wine Shop

Established in 2012 and located in the heart of London's Mayfair, Hedonism is a fine wine and spirits boutique. Their fun Seasonal concepts fill the pavement in Davies Street and for Easter it was no exception.

Oversized carrots make you stop and look while the rabbit graphics on the window bring even more of a fun element to the concept.

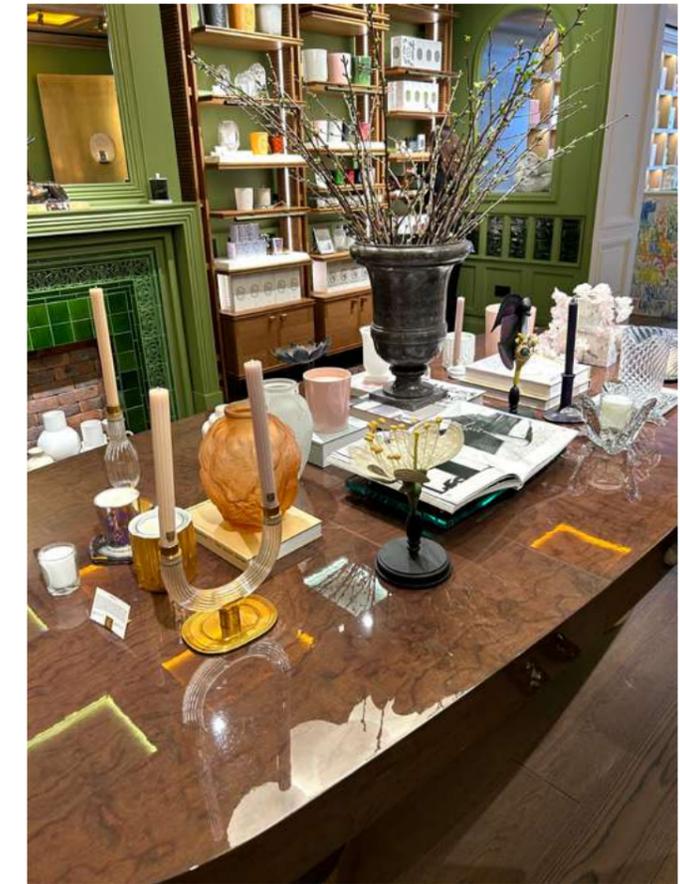
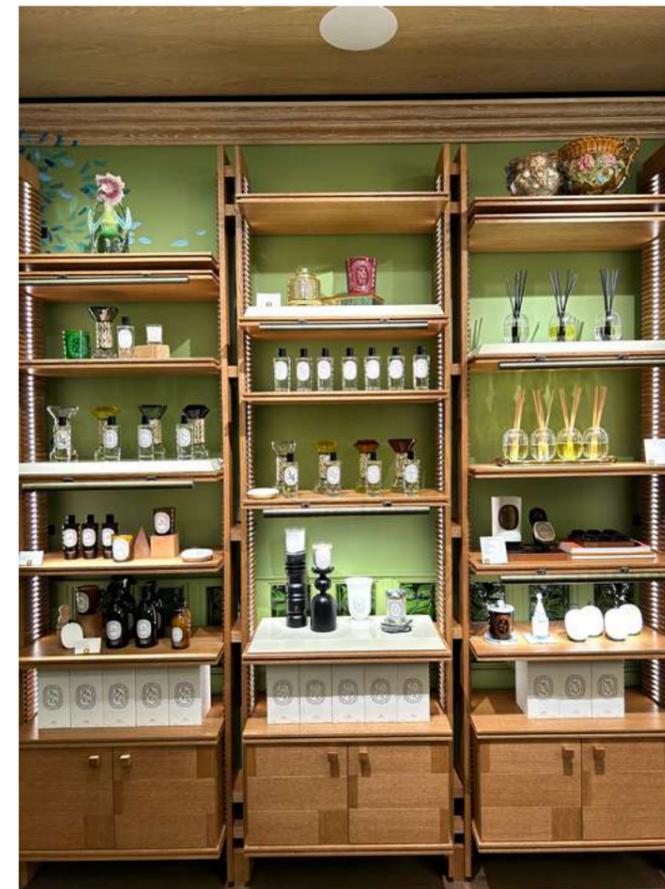


Diptyque

Marylebone High Steet,
London

The luxury candle and home fragrance brand have recently refurbished their store in Marylebone High Street, which is a short walk from Oxford Street.

The back wall of the store and the front of the counter has been hand drawn and painted, while new fixtures adorn the stunning range of candles and home fragrance.

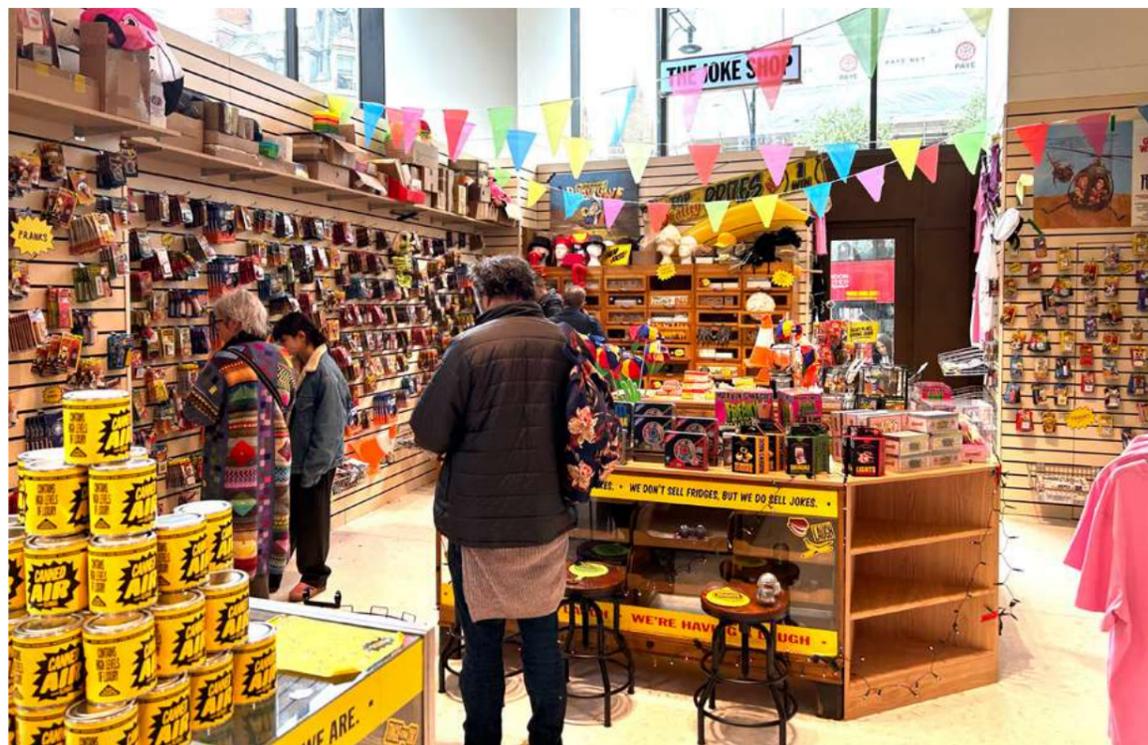
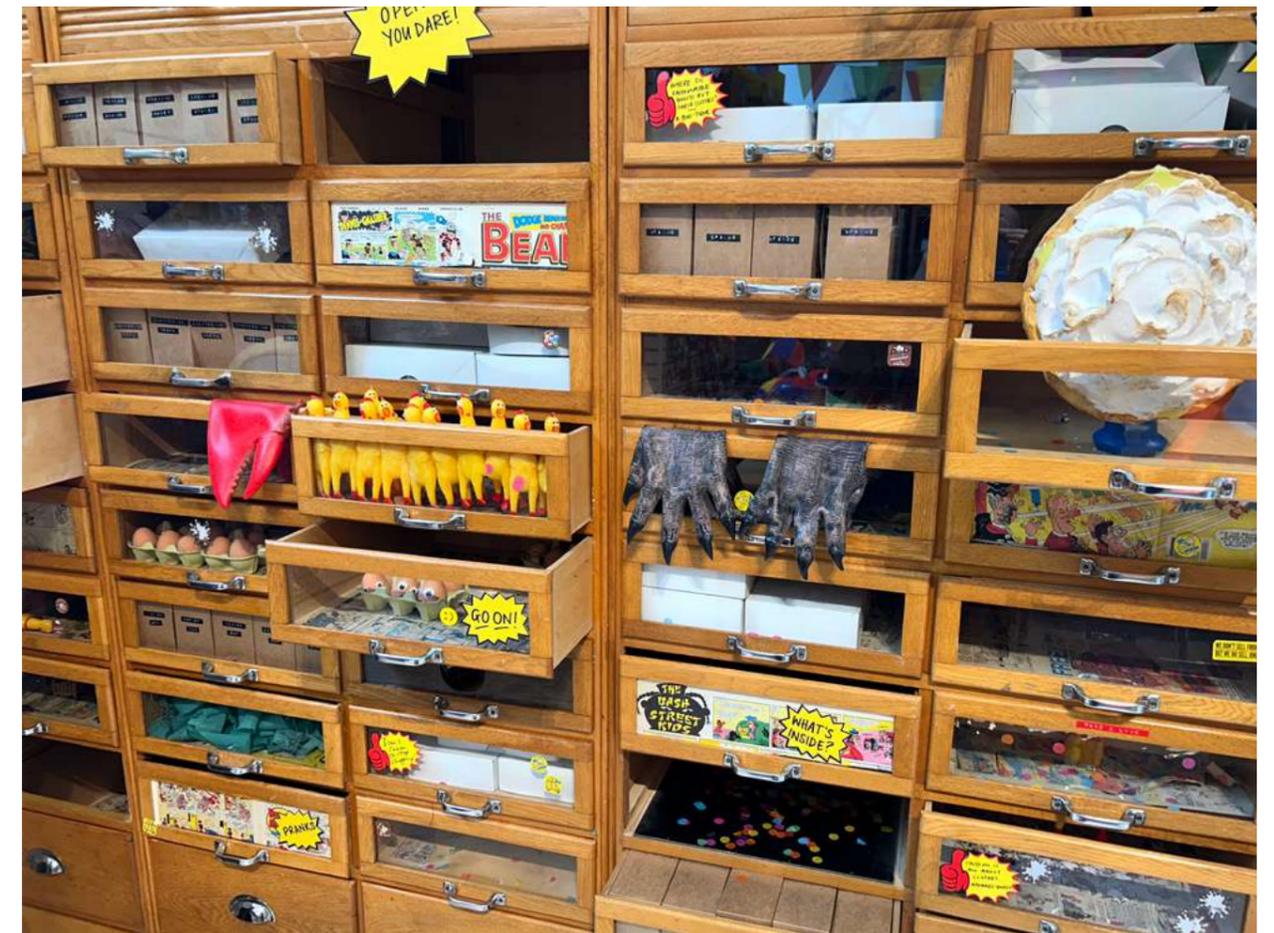


SELFRIDGES & CO

In full theatrical style, Selfridges has launched a Pop-Up Joke shop in their Oxford Street store.

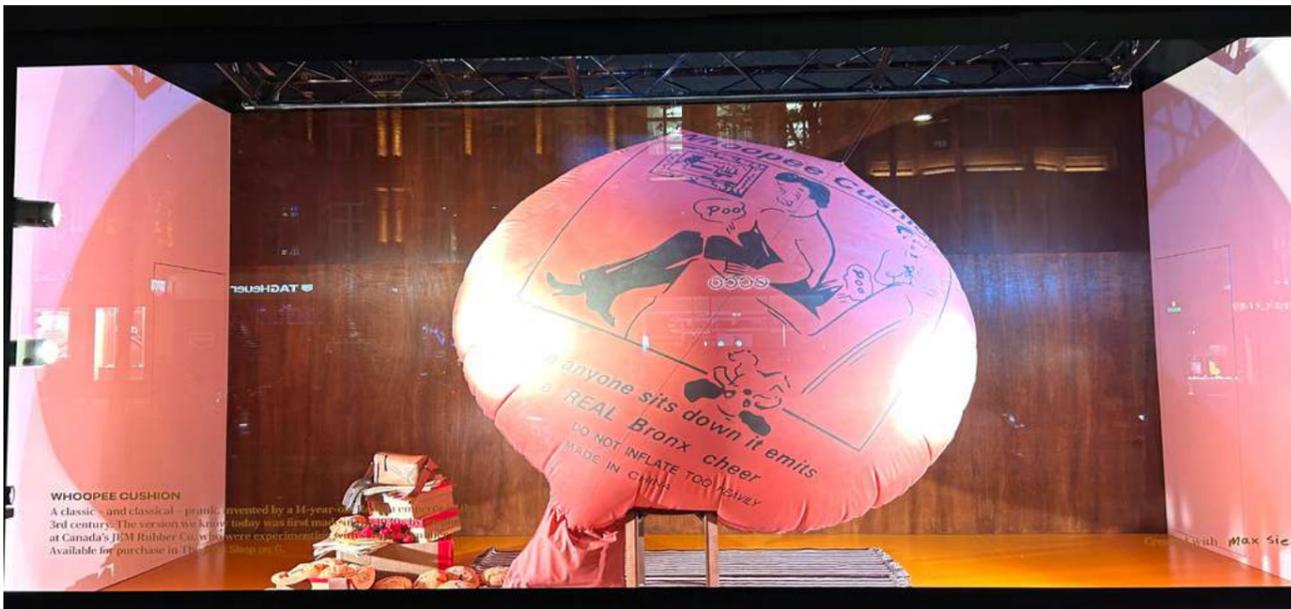
From slapstick to lipstick, good gags and even better bags, practical jokes and impractical fashions, Selfridges explores the surreal, the silly, the odd and the absurd this season. Laughter is a proven remedy, and Selfridges intends to raise a smile with a tongue-in-chic curation of art, products, ideas and entertainment kicking off a season of silly across the Corner Shop.

Limited edition Selfridges merch is available at The Joke Shop; Canned Air From Selfridges and I went to Selfridges and all I got was this Lousy T-shirt, alongside products in custom-made Joke Shop packaging.





To accompany The Joke Shop, the store unveiled window displays by multi-disciplinary artist Max Seidentopf and new work by British visual artist Mel Brimfield. The Oxford Street run of windows will celebrate some of Britain's oldest jokes such as Custard Pie, Knock Knock, Whoopee Cushion and Rubber Chicken



Spring Reimagined with Sustainable Artistry...



In the bustling world of retail, where brands vie for attention amidst a sea of competition, the art of visual marketing stands as an indispensable beacon. It is in this realm of creativity and innovation that PW Shop emerges as a pioneering force, offering bespoke solutions that seamlessly blend artistry, functionality, and sustainability.

Nestled within the vibrant landscape of contemporary retail, PW Shop stands as a testament to the marriage of craftsmanship and ingenuity. With a keen eye for detail and an unwavering commitment to excellence, PW Shop is not merely a provider of visual marketing solutions; it is a curator of brand narratives, an architect of experiences, and a guardian of sustainability.

At the heart of PW Shop's ethos lies the philosophy of bespoke craftsmanship. Each project undertaken by PW Shop is a canvas waiting to be transformed into a masterpiece of visual storytelling. From custom packaging that whispers of luxury to hand-fabricated display items that command attention, PW Shop's artisans breathe life into every creation with meticulous precision and unrivalled passion.

What sets PW Shop apart is not just its ability to create visually stunning displays, but its unwavering dedication to sustainability. In an era where environmental consciousness reigns supreme, PW Shop stands at the forefront of the eco-friendly revolution. Every material sourced, every design conceived, and every product crafted is done so with the utmost respect for the planet. Sustainability isn't just a buzzword for PW Shop; it's a way of life, ingrained in every aspect of their operations.

But sustainability does not come at the cost of quality. In fact, it is the hallmark of PW Shop's commitment to excellence. With a meticulous attention to detail and a relentless pursuit of perfection, PW Shop ensures that every project surpasses expectations, leaving an indelible mark on both the brand and the consumer.

From custom plinths that elevate products to window displays that captivate the imagination, PW Shop's portfolio is as diverse as it is inspiring. But beyond the tangible creations lies a deeper narrative – one of collaboration, creativity, and a shared vision for the future of retail.

As PW Shop continues to push the boundaries of visual marketing, one thing remains abundantly clear: the art of storytelling transcends the confines of commerce. It is a language that speaks to the soul, evoking emotions, sparking conversations, and forging connections that endure. And in this ever-evolving landscape, PW Shop stands as a beacon of creativity, a guardian of sustainability, and a testament to the enduring power of artistry in a world hungry for inspiration.

Visit PWSHOP.London today to start your journey...

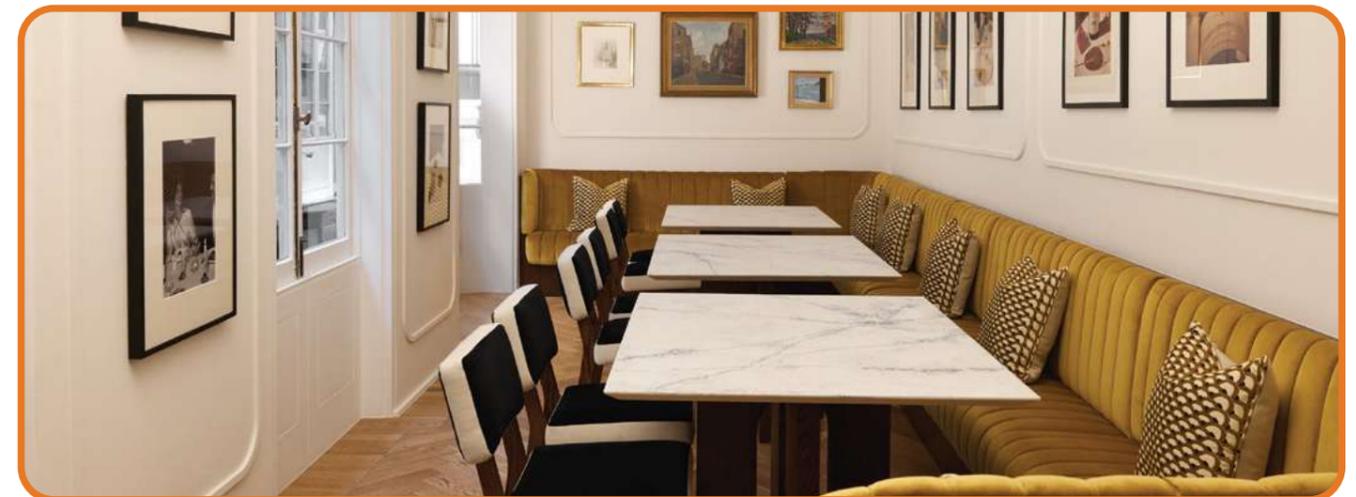
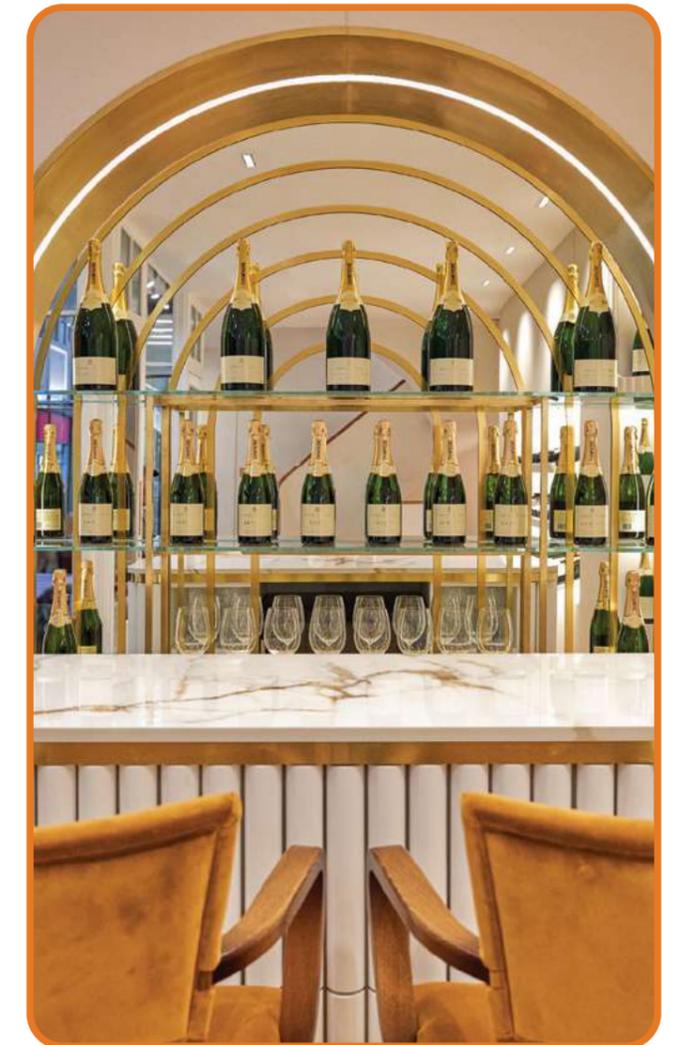
Elevate Your Display with PW Shop's 'Elegance Series' Plinths

Discover the epitome of functionality and sustainability with PW Shop's 'Elegance Series' plinths. Crafted from durable, sustainable cardboard, our plinths are not only eco-friendly but also sturdy enough to support up to 10kg of weight, ensuring your products and displays stand tall with confidence.

But that's not all – at PW Shop, customisation knows no bounds. Elevate your brand presence with our range of alternative substrates, from sleek acrylic to robust polycarbonate, perfect for outdoor use and beyond. Not to mention finishes from sleek and sophisticated Wood effect to Shiny Metallic.. With PW Shop, your display possibilities are as limitless as your imagination.

Visit PWSHOP.London and search for the 'Elegance Series'. Use promo code '**plinth10**' for 10% off your first order. Offer expires 21st April 2024.

Mad About Design X Justerini & Brooks



Mad About Design were delighted to answer Justerini & Brooks' call to help bring their vision to life at their new boutique and tasting rooms in Burlington Arcade, Mayfair.

With meticulous attention to detail, our team crafted and installed bespoke items. From custom product displays, framed with brass trimmed mirror, to relaxing banquette seating areas, we ensured that every nook and cranny of the space resonated with Justerini & Brooks' dedication to luxury and quality.

As creators in building unforgettable environments, we take pride in our contribution towards this remarkable project, a unique immersive experience that caters to wine and whisky enthusiasts alike.

madi
Mad About Design Ltd

To learn more about MAD, or for any lovely retail requests please get in touch:

Gilmoora House, 57 - 61 Mortimer Street,
London W1W 8HS



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hellomad@themadpeople.com



@madaboutdesignltd



draw stuff



do stuff



make stuff

Creativity requires a bit of MADness...



mad

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@madaboutdesignltd



draw stuff



do stuff



make stuff

Dasi's Inspiring Journey: From 3D Design to Visual Merchandising

As a member of the BDS (British Display Society), individuals have the unique opportunity to showcase their work and share their creative journey. We are thrilled to introduce Dasi Namiq, a talented artist and visionary who has made significant strides in the field of visual merchandising.

Discovering His Passion

Dasi's journey began when he received an award for completing a Level 3 BTEC course in Fashion, Interior & 3D Design. His passion for design led him to enroll in a Level 4 BTEC program focused specifically on Visual Merchandising for Fashion at the Fashion Retail Academy. Even while pursuing his studies, Dasi continued to volunteer, demonstrating his commitment to both learning and giving back.

Recognizing Expertise

Enrolling at Windsor College was a pivotal moment for Dasi. It was there that he discovered his area of expertise: 3D design, particularly in the context of VM and fashion styling. As he explored his career pathway, Dasi began to infuse his unique style and artistic flair into his visual merchandise creations.

A Vision for the Future

Dasi's chosen pathway holds immense promise for his future. His goal is to expand the spectrum of visual merchandising within the fashion industry. He aims to introduce fresh and imaginative compositions that captivate consumers and transform their shopping experiences. Through storytelling, Dasi hopes to inspire all generations to engage with fashion in a new and exciting way.

Volunteering at Thames Hospice

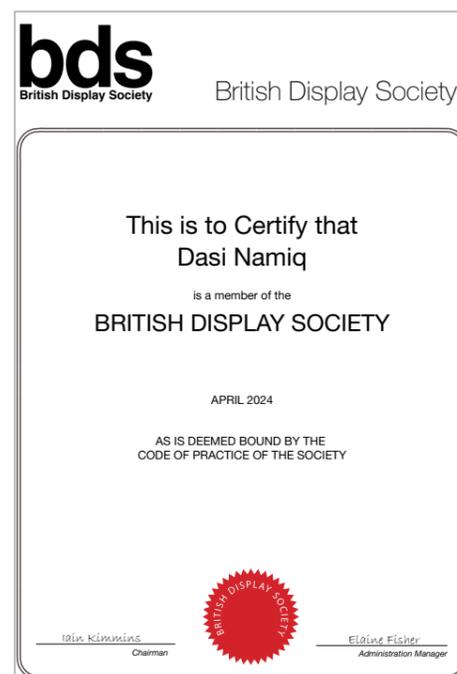
During his college years, Dasi volunteered at Thames Hospice, where he encountered a vintage shop called Vintage & Retro. His role extended beyond volunteering; he also took charge of styling captivating window displays. The shop followed its own seasonal colour calendar, and Dasi skillfully matched products to the colours of each season. His experience at Thames Hospice not only honed his 3D design skills but also imparted valuable lessons he would later apply to his own work.

The Next Chapter: UAL's London College of Fashion

Dasi's ambitions continue to soar. He plans to enroll in an undergraduate course at the prestigious UAL: London College of Fashion, specializing in Visual Merchandising and Branding. This step is crucial in his journey toward becoming a seasoned visual merchandiser. Dasi believes that the program will equip him with the necessary skills to create compelling artwork and establish a successful career in this dynamic field.

Dasi's story is a testament to passion, creativity, and determination. As he takes each step forward, he leaves an indelible mark on the world of visual merchandising, inspiring others to see fashion through a new lens.

Dasi: Bridging Artistry and Activism in Fashion A Vision for Vivienne Westwood



Photos include: Work at Windsor College such as the corset I made by hand, photographed and edited (from photoshop) for my magazine cover, a styled outfit consisting of a vintage 2-piece wool set and draped Scottish tartan styled outfit, as well as 3-D prop design.



Limited Edition - Reusable Tote Bags

Swing Tags



Branding collaboration/mock up (DIOR X RICK OWENS) from my work at Fashion Retail Academy.

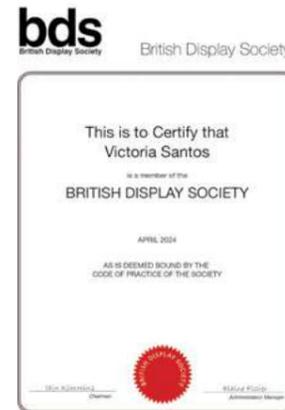
Dasi, a rising talent in the world of fashion, has set his sights on a remarkable goal: working at the iconic Vivienne Westwood. If given the opportunity, he envisions using his expertise in visual merchandising and styling to amplify the legacy of this legendary designer. Under the creative direction of Andreas Kronthaler, Dasi hopes to breathe new ideas into Westwood's work, infusing it with fresh perspectives and modern sensibilities.

Dasi's journey exemplifies the power of combining artistic expression with strategic thinking. We look forward to witnessing his continued growth and impact in the world of visual merchandising.

Instagram: [dasistyles](https://www.instagram.com/dasistyles)

Victoria Santos - A Rising Star in Visual Merchandising

As part of the British Display Society (BDS), individuals have the unique opportunity to showcase their work and share their creative journey. Today, we are thrilled to introduce you to Victoria Santos, a talented student at the Fashion Retail Academy.

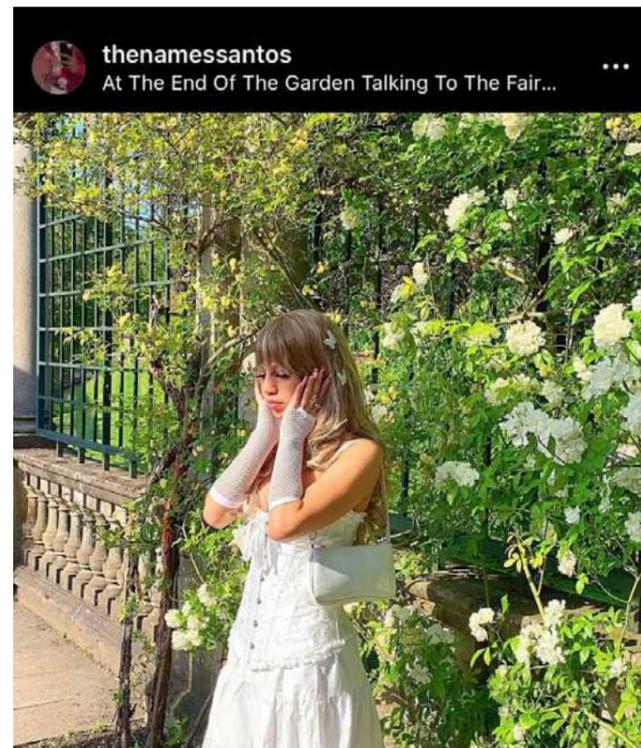


Discovering Her Passion

Victoria is currently studying level 4 visual merchandising at the academy. She embarked on this course with a clear vision: to immerse herself in the dynamic world of fashion. Drawn to the visual aspect and fuelled by her creativity, Victoria found her niche. Little did she know that this journey would help her uncover her true calling.

From Student to Store Associate

Beyond her studies, Victoria also works part-time as a store associate at Tkmxx. This role has given her firsthand experience on the shop floor, where she diligently upholds brand standards and values. Victoria's dedication to her job reflects her commitment to the retail industry.



A Future in Visual Merchandising

Victoria's goal is to become a professional visual merchandiser/stylist. She envisions herself transforming store spaces, creating captivating displays, and enhancing the overall shopping experience. But her ambitions don't stop there. Victoria plans to continue her education, adding to her skill set and knowledge.

Passion for Styling

In addition to visual merchandising, Victoria has a passion for styling outfits. She dreams of becoming a personal stylist, curating looks that resonate with individual personalities. Her eye for detail and flair for fashion make her a promising candidate in this field.

Inspiration from Emily Tighe

Victoria draws inspiration from Emily Tighe, a renowned fashion stylist based in London. Emily's impressive portfolio and work with various clients have left a lasting impression on Victoria. She aspires to study Emily's courses, believing they will provide invaluable insights into the world of styling.

The Future Beckons

Keep an eye out for Victoria Santos. Her journey is just beginning, and the fashion industry awaits her unique touch. With Intidex and M&S (where she did her work placement) on her radar, she's ready to leave her mark.

My main instagram is: [Thenamesantos](#)

My styling instagram is: [Viccityvisuals](#)

Photos: Victoria Instagram styling Fashion Retail Academy work



Essence at The Pantiles

Essence at The Pantiles, owned by Atul Kochhar, opened in Tunbridge Wells at the beginning of February and we were tasked with installing tropical flower displays to complement the theme created by the interior designer. We enjoyed every minute of this installation, and it has been well received.

Strictly Visual Display - www.facebook.com/strictlyvisualdisplay

Installation by 



Indian Essence – Petts Wood

Another of Atul Kochhar's restaurants, Indian Essence in Petts Wood, had several spring flower displays installed just in time for Mother's Day. This is a Michelin star restaurant, and they take great pride in their visual presentation.



Sustain® global eco-design indicator tool, powered by POP AI

Our stand in the POP AI Zone at the VM & Display Show showcased the whole POP AI sustainability offer including Sustain® our global eco-design indicator tool, the Sustainability Standard used by suppliers in the retail design industry, EcoSupport our dedicated service to brands and retailers, and our training offer.

Powered by POP AI, Sustain® gives an independent analysis of the environmental performance of displays and point of sale. It provides a vital framework for reporting, measuring factors including CO2e, water, recycled content and recyclability of display and packaging. It is recommended and endorsed by leading brands and retailers and today is trusted globally by more than 100 companies, having been used with over 50 million displays produced for 450 brands.

Find out more at popai.co.uk/sustainability





HOL Group is proud to launch its new biodegradable material, Candee, first shown at the 2024 Visual Merchandising & Display Show. This ground-breaking material is 100% biodegradable without any treatment, 100% vegan, non-toxic and made in the UK. Candee, once returned to the environment will disappear within two years leaving only carbon dioxide, biomass and water.

What we do:

We replace oil-based plastics that break down into micro plastics with plant-based polymers that will biodegrade, becoming carbon dioxide and water.

Candee is launching several products to replace fossil fuel plastic – so far, they are biodegradable coat hangers, extruded sheets for printing, and a 3D printable material for mannequins and POS; more products are planned from this patent pending material:

- unique new material
- blend of plant-based polymers
- biodegrades to carbon dioxide, biomass and water
- time-initiated biodegradation appropriate to product requirements.
- replaces fossil fuel based plastics
- replaces PLA based plastics

Why we do it:

To reduce the volume of fossil fuel plastics used in the retail industry.

What are the possibilities?

Hangers, large scale print and 3D printing are our current focusses in the retail industry but we're always looking for new and innovative ways to apply Candee. The possibilities are endless, join the sustainability revolution!

Who are HOL Group?

HOL Group is a diverse range of creative brands that specialises in retail and hospitality. We have a strong committed relationship with many major brands including Burberry, Ted Baker, Farmers Group NZ, Vivienne Westwood and Reiss.

Based in London, and founded in 1996, HOL Group supports businesses globally from visual merchandising, clothes hangers, mannequins and shop fitting to design services and operational equipment. We provide original, engaging concepts to our customers along with practical and commercial visual solutions.

Sustainable options are at the centre of our ongoing business. From FSC certified wooden clothes hangers, to 100% biodegradable materials we can help brands realise their sustainability goals.

Project management and installation are also services offered and HOL has a vast range of manufacturing capabilities based in the UK, Europe, and the Far East.

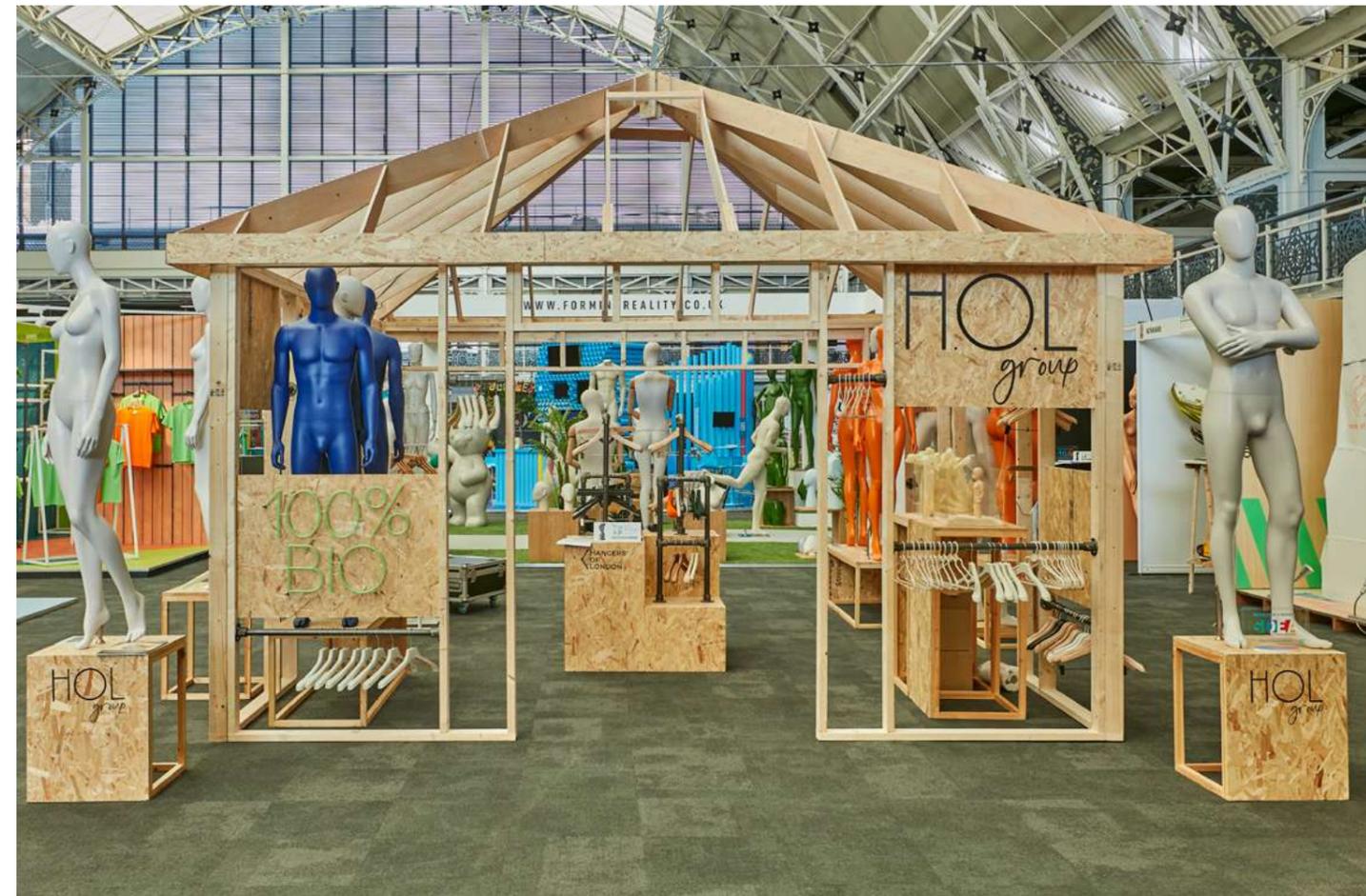
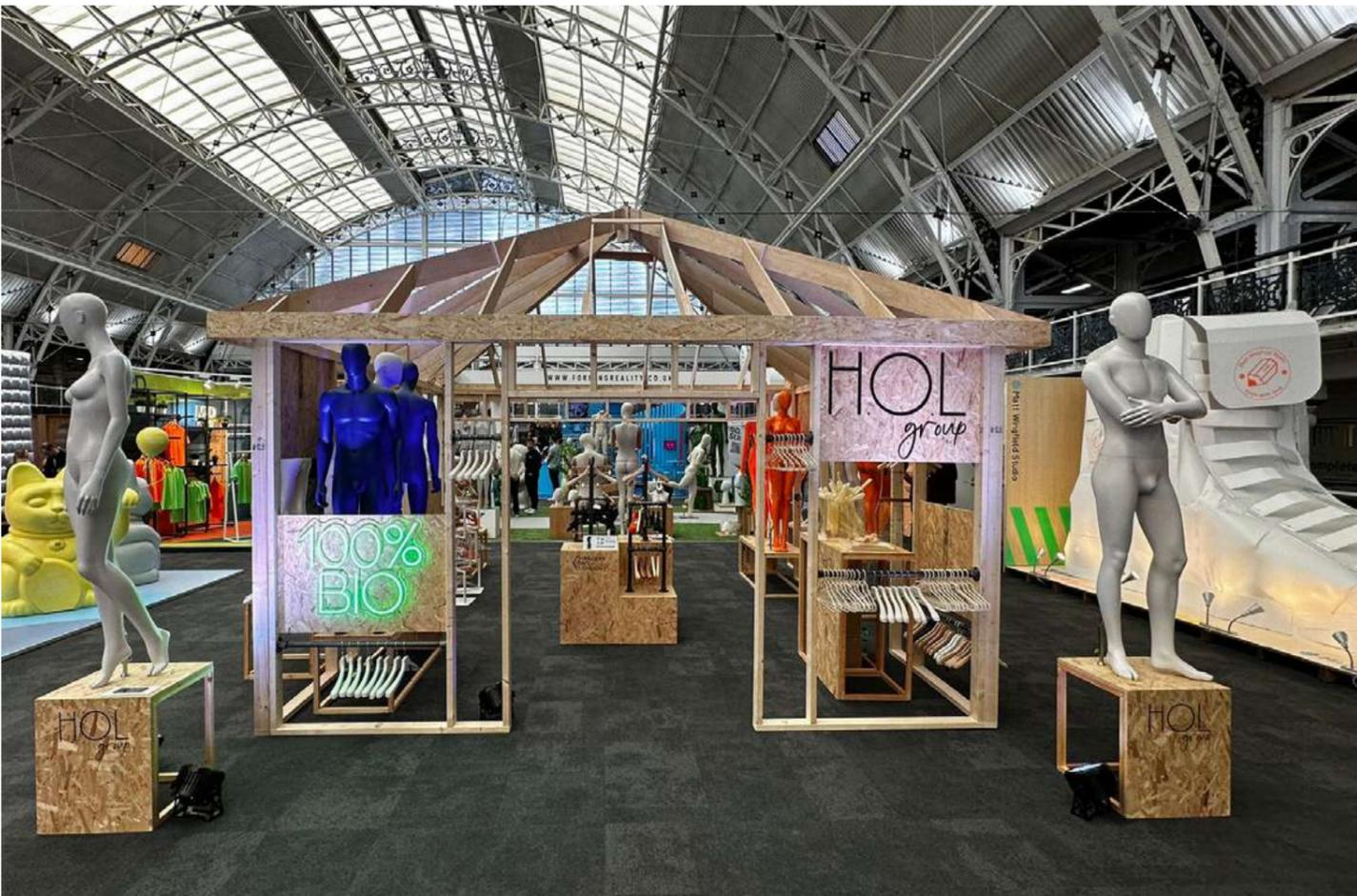
HOL prides itself on customer support, our range of comprehensive services are also ideal for new and smaller businesses, as we can offer a variety of specialist requirements within one team.

Get in touch:

Email info@hol-group.com

Our new website is launching very soon www.candee.bio

www.hol-group.com



Yarnton Home & Garden

As Chair of The British Display Society, it was good to catch up with my great friend Celia Leeson Cox who is Head of Retail Creative at Yarnton Home & Garden.

In March they launched a stunning new paper and card shop, which is situated in a key area of the centre. This move has transformed the customer journey and brand narrative that runs through the store. Great work by Celia and her team who have brought this range of products to life.

Storytelling through Visual Merchandising – it's powerful.

It's great to have Celia and her VM team as British Display Society members.

Yarnton Home & Garden is just north of Oxford, off the A44, and bordering the pretty Cotswolds. The ancient market town of Woodstock is close by, where you can discover the splendour of World Heritage Site Blenheim Palace. Why not visit Yarnton and explore the fully stocked garden and house plants areas, packed full to the brim of great quality blooms, and browse the lovely hand-picked homeware, toys and gifts, many of which are from local British creators.





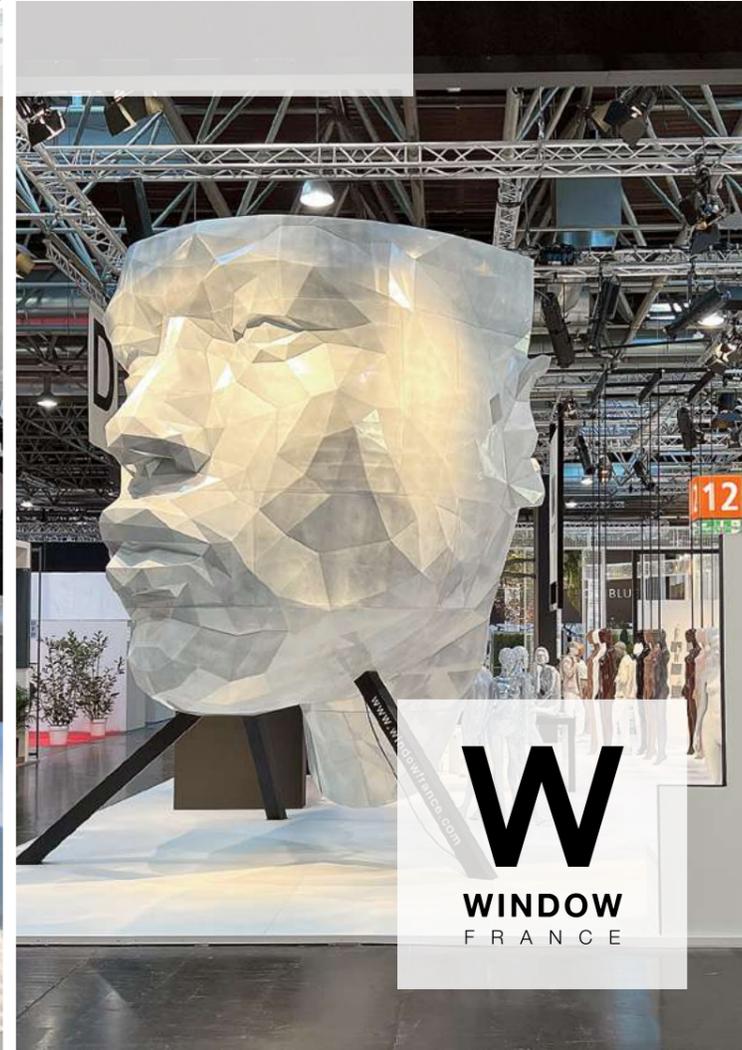


www.windowfrance.com

Off the shelf or bespoke, mannequins or props... Window France, supplier to the world's most prestigious fashion brands.



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W
WINDOW
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PW\$HOP



PWSHOP.LONDON

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.

**PROJ
ECTW
ORKS**

CREATIVE
PRODUCTION
STUDIO

projectworks.london/why-we-created-pw-shop

Railston Mannequins in conjunction with its partner Global Display SA were proud to support burgeoning mens' fashion brand ZERØ London with the launch of its first fluid collection with an exclusive preview party as part of London Fashion Week.



Strong and durable as conventional glass-fibre and plastic mannequins are, and can even be repaired and repainted.



Railston's Eco-mannequins are a world-beater when it comes to their contribution to reducing carbon emissions. Not only are they made from natural plant fibres and bio-resins, the base material has actually been used previously for coffee and rice sacks. This means that there is very little waste and when they finally do come to the end of their long life, they actually break down as harmless compost.

Railston Mannequins provided ZERØ London with Evolve Eco-mannequin for the event which took place at the Abbeville Art Gallery in Clapham.

mannequins@railston.com



Visual Display Training

Learn the basic steps of display & composition with our short course

Day Course

York May 2nd

Online Course

In your own time

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

PERSONALIZED DISPLAYS



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- Shoes
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Ideas Made Possible.



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.



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

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- Association with our work in education, BDS Centres of Excellence and our prestigious history.
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- 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.britishdisplayociety.co.uk

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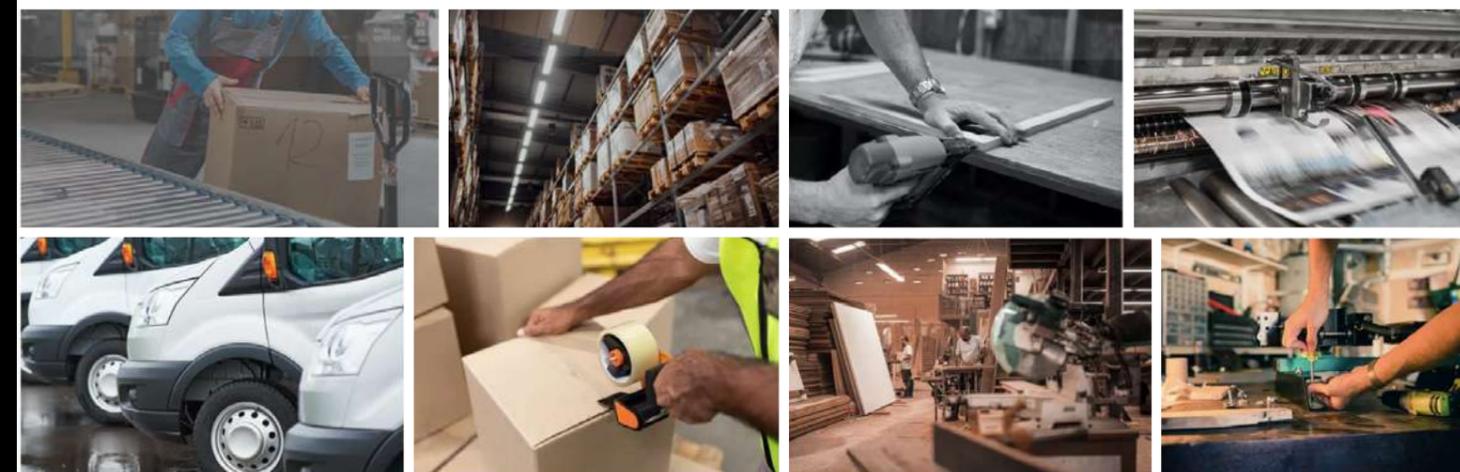
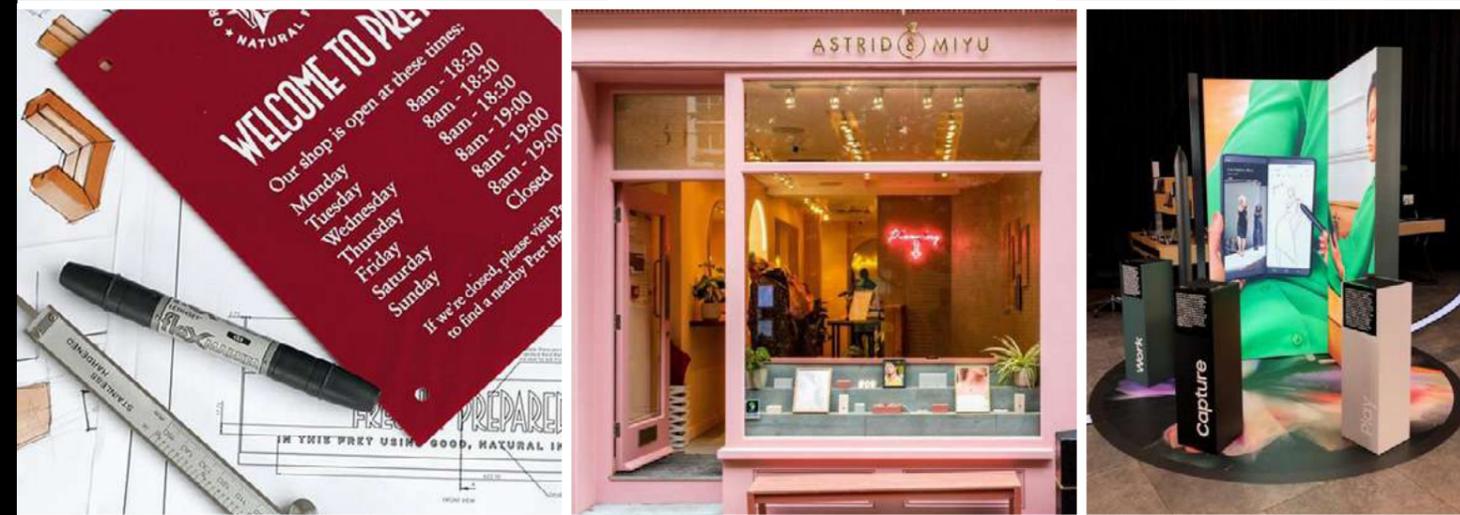
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SCENOGRAPHY

DISPLAYS

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SCENOGRAPHY

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DISPLAYS

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- Make a positive environmental impact and create employment opportunities through charity initiatives.

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VISUAL MERCHANDISING STUDIO

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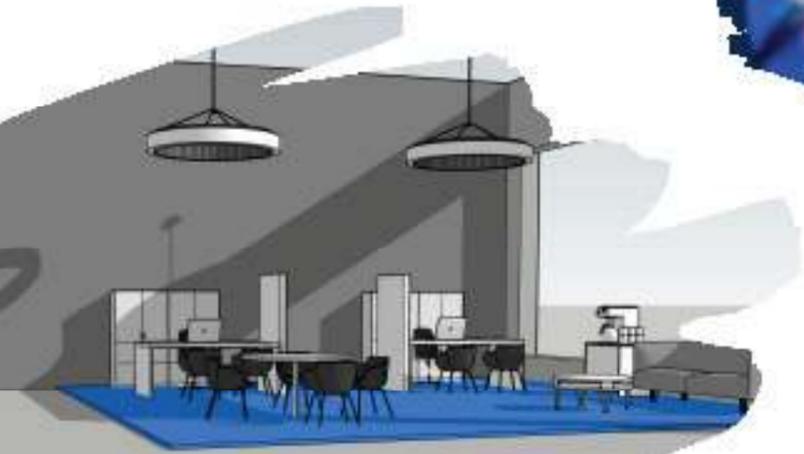


WINDOW
DISPLAYS



COOL HUNTING

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



STORE DESIGN

bds
British Display Society
Keeping VM in the Spotlight

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

BDS Online Course

Includes:

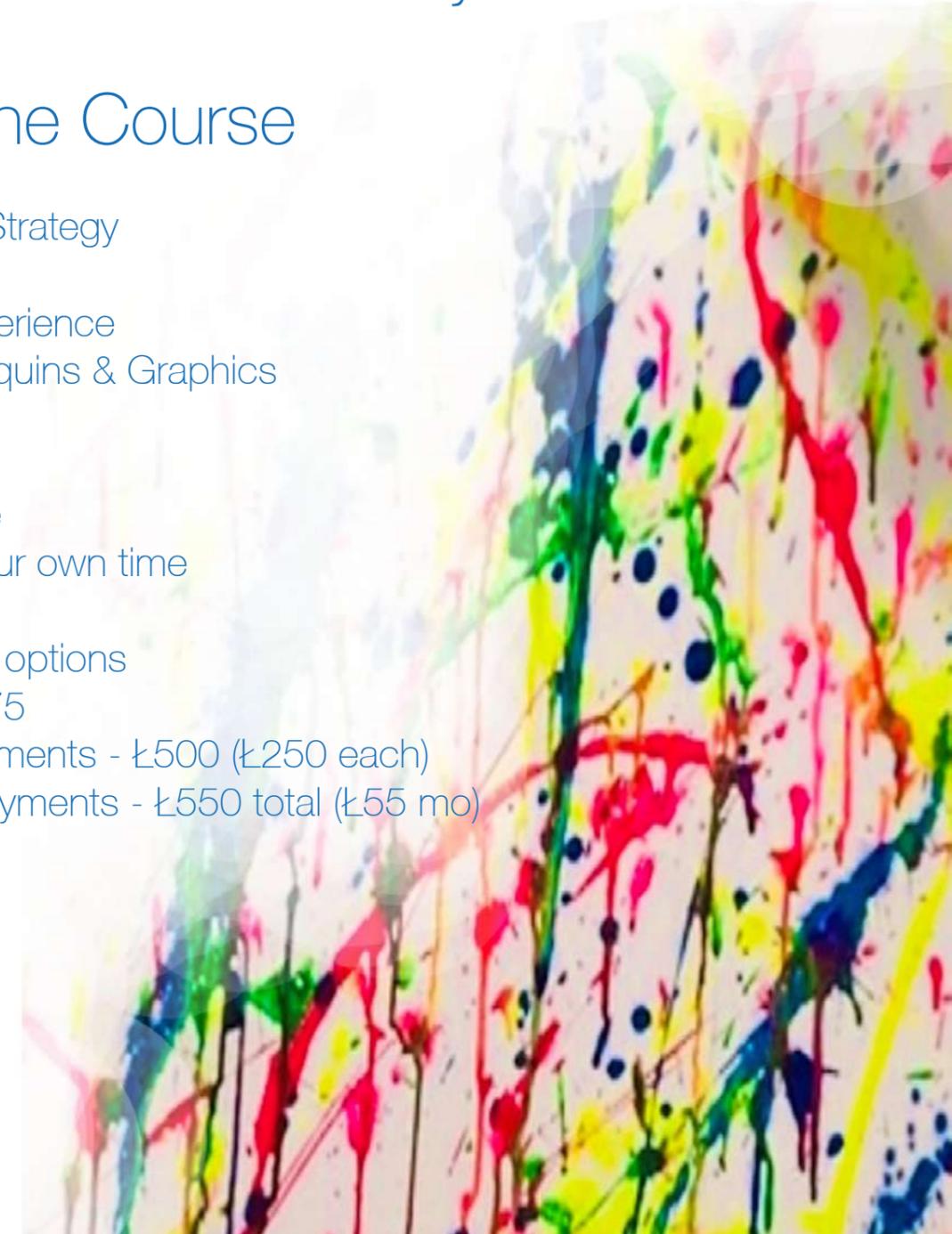
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- Listing on the BDS website for Freelance work.
- Opportunity to join the BDS Leadership Team.
- Free advertising and articles for promotion in the VM Spotlight magazine - circulation of 1.9m readers
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- Use of the BDS logo / affix for additional credibility.

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“A great display is based upon
the golden rules of composition”

BDS Visual Merchandising & Display Starter Course

Includes:

- How to create a display!
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Liz Johnston FBDS

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Annie Woon
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Krishna Antolin ABDS

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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.



Director & Chair
Iain Kimmins FBDS

Visual Merchandising
Consultant



Director, Vice Chair,
BDS Tutor and BDS
Archivist
John Abbate FBDS

VM & Store Design Consultant



Director and BDS Tutor
Barbara Chapman
FBDS

Creative VM Consultant &
Stylist & Lecturer.



Director
Liz Johnston FBDS

VM Stylist



Assistant Treasurer
Nigel Fisher FBDS

Freelance IT Consultant



Helen Goodwin FBDS

Visual Stylist, Creative, and
Trainer



Edward Stammers MA,
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Programme Director -
Fashion Marketing, Branding



Kat Maclennan FBDS

Visual Merchandising
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Paul Symes FBDS

Design Director at Reynolds/
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Michelle De Neys FBDS

Visual Merchandising
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