



Fenwick Christmas Fashion Window by BDS Corporate member B_RD

Welcome

to our December edition!

How did we get to the end of 2023 so quickly? So many exciting events this past year, including the International Creative Display Conference held at TU Dublin, in June. We are in the planning stage for another conference – we will keep you up to date with the news.



Throughout the year, our Centres of Excellence have lived up to their name with outstanding work from their students. The BDS has always had, apart from its membership section, a focus on education, encouraging and recognising creative and VM Display students and how important they are to our industry's future. All the colleges have produced work of the highest standards; their exhibitions are a joy to attend and the student competition resulted in 14 Gold, 15 Silver and 14 Bronze medals awarded across all the colleges.

The BDS annual VM Christmas review is now combined with our last edition of the year with articles that take you on a journey of creative Christmas displays from around the UK, Ireland, Oslo, Dublin, the Hague and even Heathrow Airport. There's an article on how to double sales and also look at the new sustainable rigid paper board from Antalis. Don't just brush past the adverts either, there are some great suppliers for the industry.

Looking forward to next year, we are, once again, holding a stand together with a BDS Centre of Excellence student competition, at the VM & Display Show 2024. Details are on page 7, mark the date in your diaries, don't miss it!

Thank you to all members who contributed to this edition, it's so good to see your work, and share it with others and it also allows us to publicise your work far and wide.

May I take this opportunity to wish you all Season's Greetings and a very successful 2024.

John Abbate FBDS
VM Spotlight Editor

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Newsletter Editor

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

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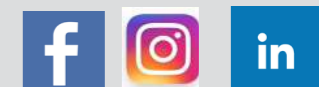
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Iain Kimmins

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Hugh Baird College medal presentations

Iain Kimmins FBDS, Chair of the British Display Society, visited Hugh Baird College in Liverpool in early November. Iain was pleased to award the certificates and medals to the winners of the 2023 Centre of Excellence End of Year competition. Congratulations to:

Sarah Byrne, Gold medalist
Jade Ward, Silver medalist
Rhian Everett and Diane Mawdsley, Bronze medalists

The BDS are so proud of you!

Thank you for your continued contributions and support for the BDS.



Also, congratulations to the staff members, Colette Mawdsley and Angela O'Brien, who were given Honorary Life Membership to the British Display Society.

Thank you for your continued support for the British Display Society in helping us promote this great industry.



Jo Machell receiving the award on behalf of Angela O'Brien



Colette Mawdsley receiving the Award from our Chair.

TU Dublin medal presentations

Well done to the TU Dublin BA Visual Merchandising & Display 2023 Graduates Ava Brady, Ella Munroe, and Paulina Msihid who were presented with their Gold, Silver and Bronze Awards for the Centre of Excellence End of Year competition by Iain Kimmins, Chair of the British Display Society.

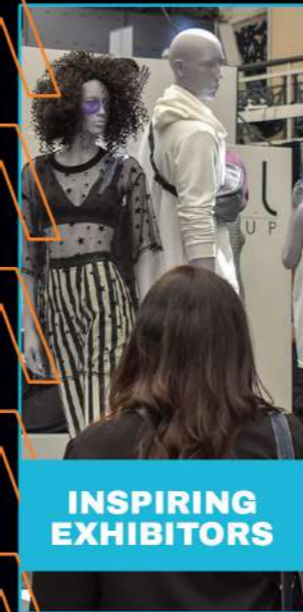
Ava also received the overall Silver Award, and Ella the overall Bronze Award competing against other BDS Centre of Excellence colleges. Congratulations and the very best of luck in your display careers in Arnotts, Primark, and Dunnes.



RETAIL VISUAL MERCHANDISING & DISPLAY SHOW



NEXT LEVEL FEATURES



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16-17 APRIL 24 BDC, LONDON REGISTER NOW FOR FREE ENTRY

The VM and Display Show goes beyond being a mere event: it offers a transformative experience that combines inspiration and networking opportunities. As a retail supplier, this is the perfect platform to showcase your expertise, connect with industry leaders, and stay at the forefront of the ever-evolving retail landscape. Don't miss out on this unparalleled occasion that promises to shape the future of the industry.

Individuals from retail, hospitality, leisure, and marketing sectors will find valuable insights and innovations at the VM and Display Show in London. Don't miss out!

Here is a small sample of what you can see at the show:

Creative Design, Design Agencies, Window dressing, Digital Display Solutions, Shopfittings, Bust forms, Visual Merchandising Consultants, Display cabinets, Store Layout and Planning Services, Mannequins, Neon, Artificial plants, Wallcoverings, AV equipment, Christmas decorations, Print materials, Props, Graphics, Retail Space Optimisation, Lighting solutions, In-Store Technology, Fabrics, Point of Purchase (POP) displays, Sustainable Display Solutions, 3D modeling, Store Renovation and Refurbishment Services, Brand Activation Solutions, Customer Experience Services, Signage, Hangers, Visual Marketing Tools, Large format print, and much more!

www.vmanddisplayshow.com

Contact us on: enquiries@vmanddisplay.com or by calling +44(0)1945 420068



Hertford Regional College

The UAL (Level 3) Visual Merchandising students at Hertford Regional College start-up project for this year was to design a window display for a child's Christmas.

The students explored past Christmas displays and illustrators as initial research that led to the students wanting to design a set of windows to the theme of the Snowman book.

The first- and second-year students worked collaboratively, and each team was given a fashion or homeware theme to produce their chosen design. The results were both exciting and creative!

As part of the course, the Visual Merchandising students explore set design which was a huge part of this brief and gave the skills needed for employment for after their course finishes.

For further information about the course check out the link <https://www.hrc.ac.uk>

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



Hertford Regional College

Gingerlillie Boutique Seasonal Window Live Brief

The Gingerlillie Boutique in Hertford has been transformed for Christmas as part of a Work-based Learning Module client-based live brief by our Level 5 (Year 2) Visual Merchandising Foundation Degree students at Hertford Regional College, a programme validated by the University of Hertfordshire.

Students visited the boutique in October and were briefed by Alison Bates, the owner, who asked for a seasonal window display to reflect a Glitz and Glamour theme! Students worked on concepts to meet the brief and presented their ideas to the client. Suggested amendments by the students were made to enable the window installation to participate in the town Christmas window competition brief. The client selected a range of concepts from the students taking part in the brief and a collaboration of ideas were utilised to form the final window display concept.

The Visual Merchandising students worked as a team to create and install the final window, which was merchandised to promote a variety of Danish, English, and Italian brands of clothing, footwear, and accessories.

The Christmas window display was designed, installed, and merchandised by the following students:

Jude Geraghty, Bella Hussey, Wiktoria Markiewicz, Elodie Woolhouse.

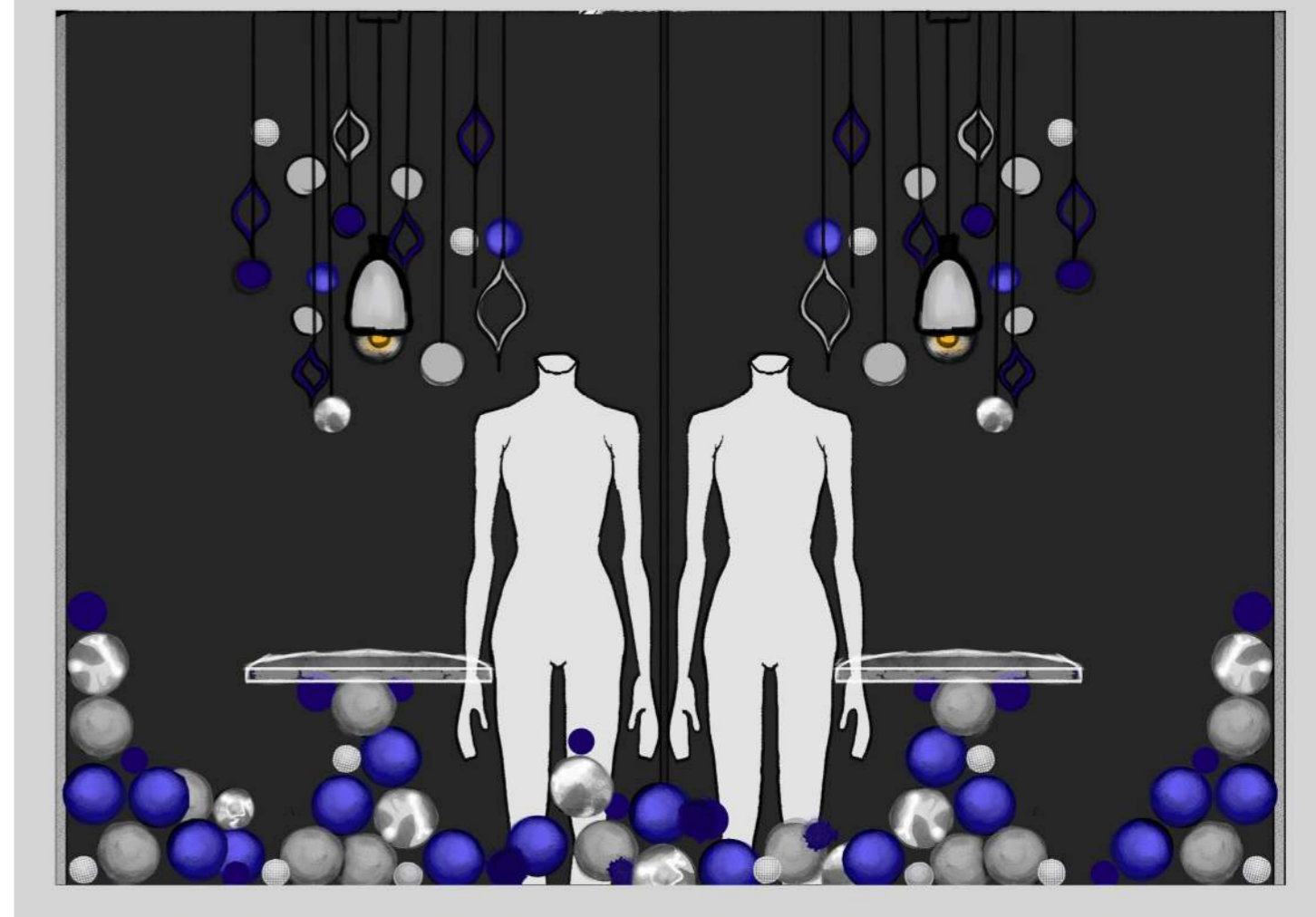
Alison Bates was delighted to have a festive window for the Christmas season. *'I am extremely pleased with the finished design; it encapsulates my brief of Glitz and Glamour and looks very classy, polished, and professional!'* The project gave the students the opportunity of first-hand experience in completing a client-driven project from beginning to end, thus preparing them for the real world, and highlighted the need for careful pre-planning and hard work to ensure a successful outcome. Well done to our amazing Foundation Degree students; yet another client who is impressed and added to our Christmas list!

'TIS THE SEASON to Sparkle' to all our employers who support our students.



See our students' fantastic work at Hertford Regional College Foundation Degree Creative Enterprise on our David Gentleman Gallery website by scanning the QR Code.

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BA (Hons) Visual Merchandising, Styling and Promotion (Top Up)
Creative Enterprise Foundation Degree Visual Merchandising Pathway
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How to use visual merchandising principles to double sales.



The role of a Visual Merchandising is wide and varied within the retail landscape and amazing opportunities seem to appear out of the blue.

Earlier in the year I was approached by a TV production company asking if I would be interested helping a lovely, but struggling visitor attraction with a gift shop in the gorgeous Yorkshire Dales. The idea was to work with The Hotel Inspector, Alex Polizzi to help this family run business get back into profit and make a TV program about their journey. Of course I said yes straight away!

I then found myself taking a six hour drive to the historic caves of Stump Cross Caverns, and walking into the Aladdin's Cave of a gift shop. The shopfloor was chocker block full of product and in their panic to increase takings the owners were buying more and more stock trying to encourage customers to buy more. However, this confusing mix of product and fixtures meant that customers struggled to actually see anything that they liked, they were overwhelmed with choice.

It was time to implement operation Less is more...

What we did:

- Took 50% of the product off the shop floor
- Grouped product together creating easy to understand areas
- Shortened the legs on existing mid floor tables to create a tiered lead in table
- Took smaller items out of card boxes and into glass containers
- Installed spotlights to focus lighting on product
- Took off card spinners and merchandised cards on lipped shelves
- Cleared counter tops so focus was on product in display cabinets

This achieved:

- A clear customer journey
- Exciting product stories encouraging multiple sales
- Displaying product to make it look special and more expensive
- An easy shopping experience, helping customers see all the product and shop the whole space
- A doubling of sales over the important summer holiday period

By implementing VM principles and taking off 50% of the product we managed to double sales!

Such a great project to work on, and a real honour to help this fantastic family run business reach their true potential, they really embraced everything we suggested and worked so hard to get everything just right.

Watch now on catch up Channel 5, The Hotel Inspector, Episode 3, Into the Abyss

<https://www.channel5.com/show/the-hotel-inspector/season-18/episode-3>

Kat Maclennan FBDS Visual Merchandising Consultant
@kat_maclennan www.dottodot.work



John Lewis, Oxford Street

I met Natalie Magee and Karen Pugh who are the visual merchandisers responsible for the windows at John Lewis, Oxford Street. Natalie, who has a degree in furniture design transitioned into visual merchandising in the early 90s when there was no way to market yourself. She has been with John Lewis for 16 years and previously worked at Debenhams for 8 years working throughout the North and Scottish regions. Her style is quite simple but impactful, such as colour or forms.

The visual merchandising (VM) window team at John Lewis consists of four members, including Natalie Magee. When needed, they collaborate with other resources, such as fashion stylists, to dress the windows. Natalie describes the windows as “almost like stage clothes and makeup, over the top, stronger colours and bigger products to be seen.”



NATALIE MAGEE MICHELLE DE NEYS KAREN PUGH

Karen Pugh, a VM manager for windows, has a textile degree and worked as a designer before joining John Lewis. She was attracted to the company because of its reputation for internal mobility. Karen started with shop refurbishments and new stores before progressing into window design. She now works with a team of 14, broken up into three teams: windows, styling, and presentation. All three teams work together on each campaign. Karen is part of a team of three, each of whom receives a different campaign each time. Karen is focused on autumn/winter campaigns, which the stylists help with by selecting products and styling windows. The presentation team works internally with the VMs for all branches to pick products and decide how they look on fixtures.

Karen's style is very old school; she draws things out right from the initial concept from those early sketches. Her style is theatrical.



The visual merchandising team at head office and in branches have a collaboration with a team called Creative and Content. The team work on social media, photography, and other aspects of the stores to come up with ideas, mood boards, and workshops where they have to do presentation packs. They have constant meetings to work towards the right direction and then spin off and work on their own areas. The buyers have their top 100 lines, so it's all about alignment with what they buy and sell, press features which all need to be implemented. Ideas that work in 2D also need to work in 3D, and colours may change slightly due to lighting or reflection in the windows. For example, the colour for autumn was Damson, but

due to the lighting and reflection, the colour had to go a lot darker for the windows. The teams all work collaboratively so that they align in terms of design, colour and message therefore all have the same voice.



Their mission statement is: The critical purpose of the new Creative Centre of Excellence will be to set the vision, direction and creative standards for the brand expression across the entire customer experience. To deliver creative excellence the team will not only create and commission but will also collaborate with and advise teams across the Partnership to execute consistently within a brand design framework.

Getting a glimpse into what goes on behind the scenes at John Lewis Oxford Street was exciting for me as a VM. It's a huge building with a workshop, which I could have quite happily lived in, their dedication to repurposing and recycling as much as possible, also as much is made on site as possible. They have a paint room with every colour imaginable, organised to perfection.

The VM team at John Lewis Oxford Street is a passionate group of individuals who start their day at 6:30am. Due to the size of the store, derigging, installing, getting rid of old windows, and adding new ones is a physical job. Styling is about 10% of the detail. The team has until 10:00am to do all the large construction and noise elements before the store opens. Cleaning and styling are part of their open hours during the day.

If you're interested in working for John Lewis in the VM team, it's good to have a VM or an artistic background. Producing mood boards and knowing the current trend before your interviews is important for selection. You'll also shadow each internal department for a couple of weeks, including home, fashion kids, window styling to find where your skill set lies and where you are needed.







The Christmas windows installation process starts in the second or third week of October and goes live at the end of October or early November, depending on deliveries of product, window kit arriving, etc. It takes three weeks to install all the windows due to the volume and work involved.

As we walked into the Christmas floor, Natalie Magee, one of the visual merchandisers responsible for the windows, explained the hanging garlands. "There will be an example of repurposing the lights and the bar work as they have been used for two other schemes, and the baubles themselves change to complement the colour scheme. So it's a different colour and different material to give a different feel. This year, we're using fluffalumps (fluffy balls)."

What came across today was our passion and love for visual merchandising (VM). We all chatted about our admiration for Anthropologie, Liberty, and Selfridges windows. Natalie still loves the windows of Oxford Street, loyal to where she works. Karen and I both headed off to Liberty after to admire their latest creation. The ladies gave me a great look at the behind-the-scenes work, chatting with Simon Farrow (another member of the team). I came away from the day with a huge smile and knowing we all shared the same thing: a love and passion for VM.

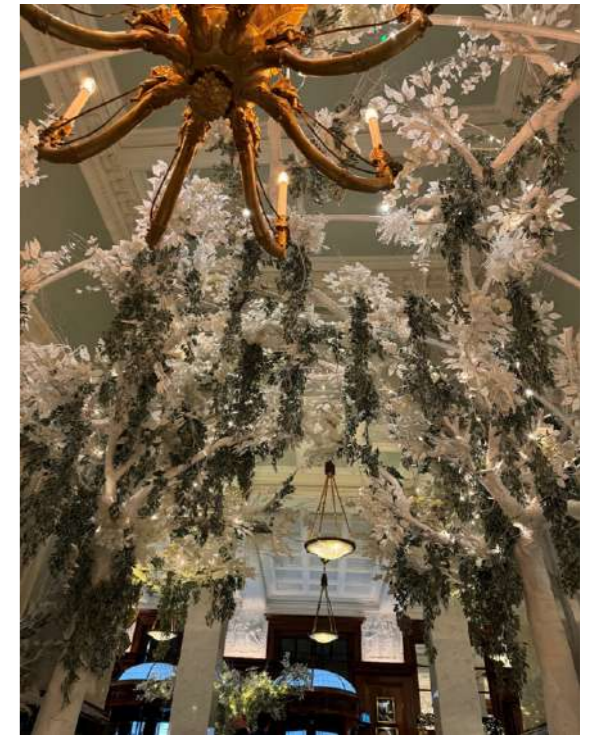
Michelle De Neys FBDS

John Lewis, Oxford Street, Windows





The Savoy, London







B_RD

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JOSEPH FESTIVE / 2023 WINDOW

We were thrilled to work with our Brand partner JOSEPH-FASHION on their 2023 Festive Campaign. Working closely with their in-house creative team, the inspiration for the window concept was taken directly from their Xmas marketing editorial campaign, mixing rich textures and soft rounded furniture. The avalanche of satin printed tinsel curtains act as a contrast to the polished copper floor which reflects the metallic details of the Joseph Festive Capsule collection.

We used over 250m of 200gsm silk paper which were all fabricated and printed by our in-house Studio team.

The scheme has launched at their London Flagship store @ 77 Fulham Rd.

Creative & Technical Development, Production and Installation @B_RD



B_RD



Fenwick Christmas Fashion Windows New Bond St, Brent Cross, Canterbury and Kingston-upon Thames

B_RD were thrilled to collaborate with our New Brand partners 'Fenwick' for the Launch of their 2023 Christmas Campaign across the Flagship New Bond St store and several of their Fashion store windows.

The inspiration for this year's Christmas Campaign was 'The Chronicles of Narnia: The Lion, the Witch and the Wardrobe' by C.S. Lewis, which were brought to life in the Newcastle Fenwick Christmas Window. The fantastical world of Narnia was unveiled in front of children and families from Fenwick's partner schools, hospitals and charities, as well as competition winners as part of their annual community initiative.

B_RD were tasked with re-creating this narrative across their key Fashion stores: New Bond St, Brent Cross, Canterbury and Kingston. We translated the festive elements such as the Magical Glistening Christmas trees and Silver wardrobes (However our's were dissected and sinking into the snow covered floors). The New Bond St window also had elevated bespoke 3m carved trees adorned with hundreds of layers of metallic lametta tinsel and all 17 x windows each had an allocation of carved snow mounds for elevating the gifting product, with lametta dressed Christmas trees and fully covered metallic fringed layered backdrops, hand-built wardrobes and all topped off with glamorous disco balls and a thick layer of snow to complete the aesthetic. All Prop elements were produced by our in-house Production Studio.

Creative & Technical Development, Production and Installation @B_RD





Harvey Nichols

Harvey Nichols came up trumps once more with another eye-watering, all singing all dancing display for their 2022 Christmas windows.

The visual merchandising team from the world-renowned department store asked The Graphical Tree to print and produce a host of supporting vinyl stars and graphics for installation across its flagship Knightsbridge store and in Leeds. That's a lot of stars and windows.

The Graphical Tree's production brief involved cutting brushed silver decals and as well as printing to matt silver and gold vinyl. Each printed piece had a texture laid to each of the large panels which were compiled together on-site at the time of installation. The shapes were positioned to create giant stars interlaced with LED lights, and as geometric panelling, becoming a decorative element at the top of the huge store windows.

Each different vinyl used needed sampling before sign-off. There are a myriad of metallic vinyl to choose from including brushed, matt, and mirrored surfaces, so The Graphical Tree produced a variety of samples with varying degrees of ink coverage to see how the colours and textures would be visible when in situ. Working closely with the VM team they were able to choose a set of printed vinyl star pieces to use for the 2022 Harvey Nichols Christmas window displays. Once signed off, and the printing process complete, the vinyl shapes were backed with black to totally block out the light behind.

Behind the scenes, the in-house Harvey Nichols visual merchandising workshop and supporting prop suppliers were doing their part to put the pieces of this jigsaw puzzle of a festive display together. The installation is a multi-layered logistical operation with all the component parts coming together to make a visual feast for the eyes, creating a sense of joy and wonder for the December festive holidays.

Harvey Nichols are well known for its festive displays, making them one of the go-to destinations whilst out Christmas shopping. **Both their 2021, and these 2022 Harvey Nichol's Christmas windows won a gold star in two separate award ceremonies, The VM & Display Awards and the UK Graphic Awards.**

The Graphical Tree
London
thegraphicaltree.com



Victoria Leeds

From one year to the next.
Your Window To A Little Big Christmas!



On behalf of Victoria Leeds Shopping Centre, where you can shop high street to high-end, Design4Retail were commissioned by film and event production service company, Beautiful Productions, to deliver an awe-inspiring, stand-alone Christmas window display.

Located in the beautiful Victoria Quarter – a historically-rich shopping district adorned with high-end boutiques – the big reveal of this magical Christmas activation marked the first of a new tradition for the shopping centre of a Christmas window unveiling ceremony that children and adults of Leeds can look forward to year on year!



Responding to the brief, the design agency put forward three creative directions – “Little Big Christmas”, “Snowglobe”, and “The Festive Feast” – that would engage and excite, present a visual spectacle, and be both locally and colloquially relevant. The client expressed a preference for “Little Big Christmas” where the display would contain miniature models of Leeds’ iconic buildings in which visitors could peep inside the windows to see human silhouettes indulging in decadent Christmas celebrations. We further refined the concept to include explorable moments that both children and adults could discover, from animal-themed vignettes set in underground burrows to a festive train that travels through the playful presentation of recognisable architecture.

Behind the temporary hoarding stood a whimsical Christmas display in a bespoke, free-standing window structure made up of charmingly detailed dioramas ready to bring the joy of Christmas to shoppers of Leeds!



Does your company supply the Retail or Visual Merchandising industry?

Why not become a BDS Corporate Member?

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

FIRST year membership only £150 - Subsequent years £200



Full information www.britishdisplaysociety.co.uk

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Belfast's Most Beautiful Santa Grotto



The magical Nordic-style Santa Grotto at the award-winning Belfast Christmas Market has been described as the most beautiful grotto in Northern Ireland. This enchanted experience is designed and installed by Creating Retail Magic, Northern Ireland's leading retail visual merchandising consultancy.



This spectacular hand-built cabin has a diameter of 5 metres and is set amongst an enchanted forest of charming woodland creatures, snow-tipped swans on a frozen lake and magical 'Northern Lights' special effects that shimmer in the twilight hours.

Access to the cabin is via a fully accessible gangway under twinkling lights and festive firs, and all considerations have been made to ensure that visitors of all abilities can enjoy an inclusive visit with Father Christmas.

Attention to detail throughout is exquisite, and Santa's study is complete with an antique bureau, an illuminated globe and a beautiful backdrop of a fireplace, dressed trees & festive foliage. Lighting effects add to the enchanted experience, and there are even magical Naughty & Nice Books for Santa to consult!

Each year, the Belfast Christmas Market grotto is donated to a local charity who operate it and benefit 100% from all proceeds. Mags McAlpin, owner and principal of Creating Retail Magic, is delighted to support this worthwhile cause, saying, "I have had the privilege of creating a new concept each year for this magical grotto since 2018, and it is truly one of my favourite projects. This year, this gorgeous grotto will support one of the Lord Mayor's charities, Kids Together Belfast. The charity works tirelessly on behalf of children with severe to moderate disabilities, as well as providing emotional and financial support to their families and carers. There will be more than 1 million visitors to the Market this year which will generate in excess of £80m. It is a wonderful way to show how the skills of our VM team, and the absolute love we have for our profession, can bring about change in our society - especially at this magical time of the year."



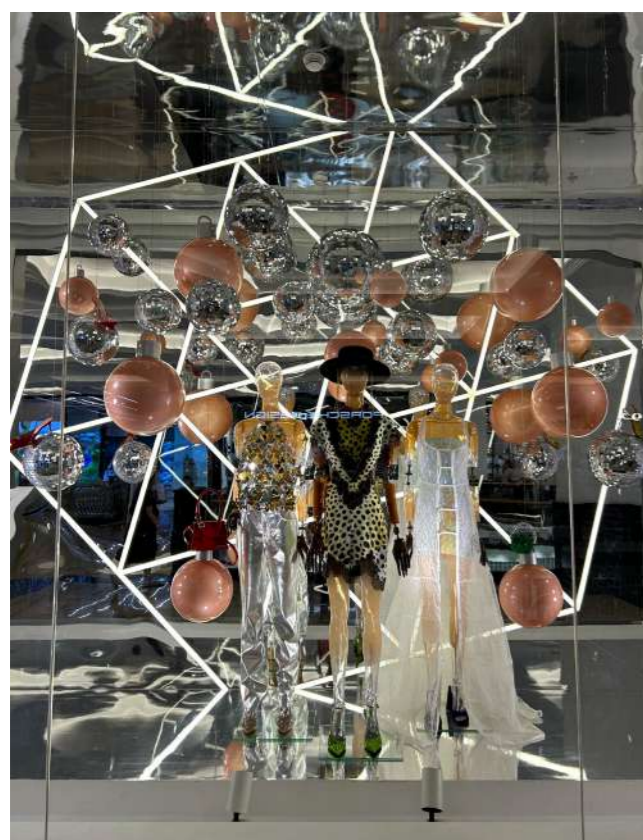
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Mags McAlpin & Mr C.



Harvey Nichols – Mall of Emirates, Dubai



Hermes – Mall of Emirates, Dubai



Crate & Barrel – Mall of Emirates, Dubai



Galeries Lafayette
Dubai Mall



Anthropologie – Dubai Mall



The new Zara Store – Dubai Mall



That Concept Store Mall of Emirates, Dubai



ANTALIS ANNOUNCES A NEW SUSTAINABLE RIGID PAPER BOARD

Xanita aspect: A new way of looking at rigid paper board signage with unmatched sustainability.

Antalis, is thrilled to introduce Xanita aspect, an innovative paper-based board designed exclusively for the wide format printing industry. Xanita aspect sets a new standard for eco-friendly signage solutions, offering a superior alternative to conventional honeycomb boards.

Xanita aspect represents a step forward in sustainable signage solutions and is engineered to cater to the evolving needs of businesses while minimising their environmental footprint.

"We believe that sustainability and performance should go hand in hand," said Paul Neale, Product Manager at Antalis. "With Xanita aspect, we have a product that not only meets the demands of the printing industry but also aligns with our customers' commitment to ESG goals."

Xanita aspect comes in two types; aspect Print, with a white liner made from over 90% post-consumer paper and aspect Kraft, with a brown liner, is made from 100% post-consumer paper. Xanita aspect contains no harmful chemicals or VOCs, making it a safe and environmentally friendly choice for businesses and is awarded the maximum rating of five stars on the Antalis Green Star System™.

While Xanita aspect is designed for signage applications, it is far from a typical honeycomb board. Leveraging the same 'closed cell' core design as Xanita's premium board products, it delivers unmatched strength, durability, and rigidity. Its ability to withstand the rigors of wide format printing and everyday handling ensures exceptional print results.

Xanita aspect is an economical choice, allowing companies to benefit from the sustainability and durability of Xanita aspect without compromise and increased material costs.

Stocked in 1220 x 2440 mm and 1220 x 3050mm sizes in 10 mm thickness.

For more information, please visit www.antalis.co.uk or contact Antalis at contact@antalis.co.uk



Avoca – Dublin



Ladco Pharma Ltd.

Trading as: H.H. Dickman Chemists, Berkhamsted

Concept by: Creative Download www.creative-download.co.uk

The bronze sequin panels used as a backdrop were supplied by our Corporate Member: Shimmerwalls www.shimmerwalls.com



Selfridges Food Hall – London

Designed and installed by their in-house Visual Merchandising team



Selfridges Christmas Shop – London

Designed and installed by their in-house Visual Merchandising team



Steen & Strøm

Steen & Strøm is pleased to announce its partnership with Chanel Beauty for the 2023 window exhibition. Bringing a touch of Parisian elegance and festive charm to Oslo, Chanel transforms Steen & Strøm into a dazzling “Chanel Wonderland”.

Chanel's takeover includes seven decorated window displays, each offering a glimpse into the luxurious world of Chanel. These artistic installations encapsulate the holiday spirit with their sophisticated and whimsical designs.

In addition, a magnificent centrepiece Christmas tree, measuring 8 meters in height and 4 metres in width, is suspended from Steen & Strøm's atrium ceiling.

Step into a world of elegance, beauty and festive joy at Steen & Strøm.



Petter Pharmacy Crouch End, London

Concept by: Creative Download www.creative-download.co.uk

Unexpected Guests For Christmas Lunch? Petter Pharmacy has the ideal Gift

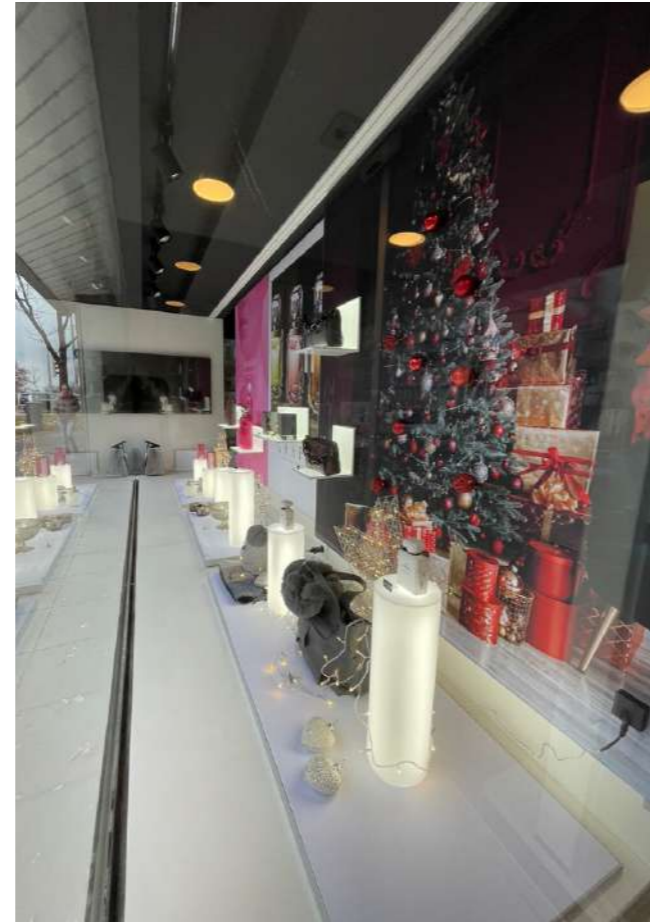
The card elves were made by our BDS Member Nathan Ward www.thisisnathanward.com



MAGNWALL from Brownings

MODE elevates its window displays with the innovative MAGNWALL system, employing both wall-mounted and floor-standing elements. This flexibility allows MODE to effortlessly rearrange MAGNWALL accessories to precisely match the theme of each display. The magnetic positioning and wireless connectivity of MAGNWALL accessories ensure that each presentation remains aesthetically pleasing and free of clutter.

The Christmas display exemplified MAGNWALL's versatility. Free-standing illuminated podiums on the floor and illuminated shelves showcased MODE's finest products, while a captivating printed Christmas tree, adorned with magnetic baubles and Christmas lights affixed to the MAGNWALL system, transformed a two-dimensional image into a three-dimensional centrepiece. As the seasons change, MAGNWALL's adaptability shines. Accessories can be effortlessly removed, the graphic backdrop altered, and the accessories repositioned to suit the new theme, all without the need for specialised personnel.



Sales@Texsign.co.uk
<https://TexSign.co.uk>



Tissa Fontaneda

Characterised by impeccable quality, artisan craftsmanship and attention to detail, the Spanish luxury brand Tissa Fontaneda consists of exquisitely designed leather handbags, accessories and a small ready-to-wear collection. They are recognised by their standard of excellence, not by their logo - if you know, you know! Classic and timeless, the unique “bubble” Tissa Fontaneda world is one you will fall in love with over and over again.

Designed and installed by our BDS Member
Danny Letton ABDS
<http://dannyletton.com>



De Bijenkorf – The Hague



Christmas at Heathrow
Terminal 5



FORTNUM & MASON AT HEATHROW



PRADA AT HEATHROW



YORK'S CHOCOLATE STORY

Well, with Candy Canes being fashionable this year and Willy Wonka's new film on imminent release, of course we were going to go over the top with York's Chocolate Story!

The chocolate bars, larger candy canes and sweets were printed to size, and apart from DZD box sets, good old Home Bargains saw us proud this year with the most amazing array of Christmas décor!

Christmas Time UK provided us with the perfect pencil trees to sit outside the visitor experience with huge red bows on top. For more images do go to my Instagram page - (helen.madeyoulook)

www.madeyoulookmadeyoustare.co.uk



THOMAS OF HELMSLEY

Now here's something completely different and more traditional with the red and gold, orange slices & cinnamon sticks tucked into the garland. A quaint market town in the heart of the North Yorkshire Moors is home to Thomas the Baker snuggled into the market square - a delicatessen selling not only Yorkshire gifts but fresh meat and produce alongside their famous bakes too.

When the church bells chime and the snow falls, these windows are truly something memorable which help to bring the true spirit of Christmas alive.

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Retail Experience & VM Day

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

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

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

Further details

Costs per person are £250

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

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

Register your interest

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



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





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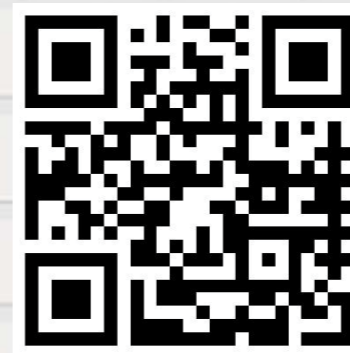
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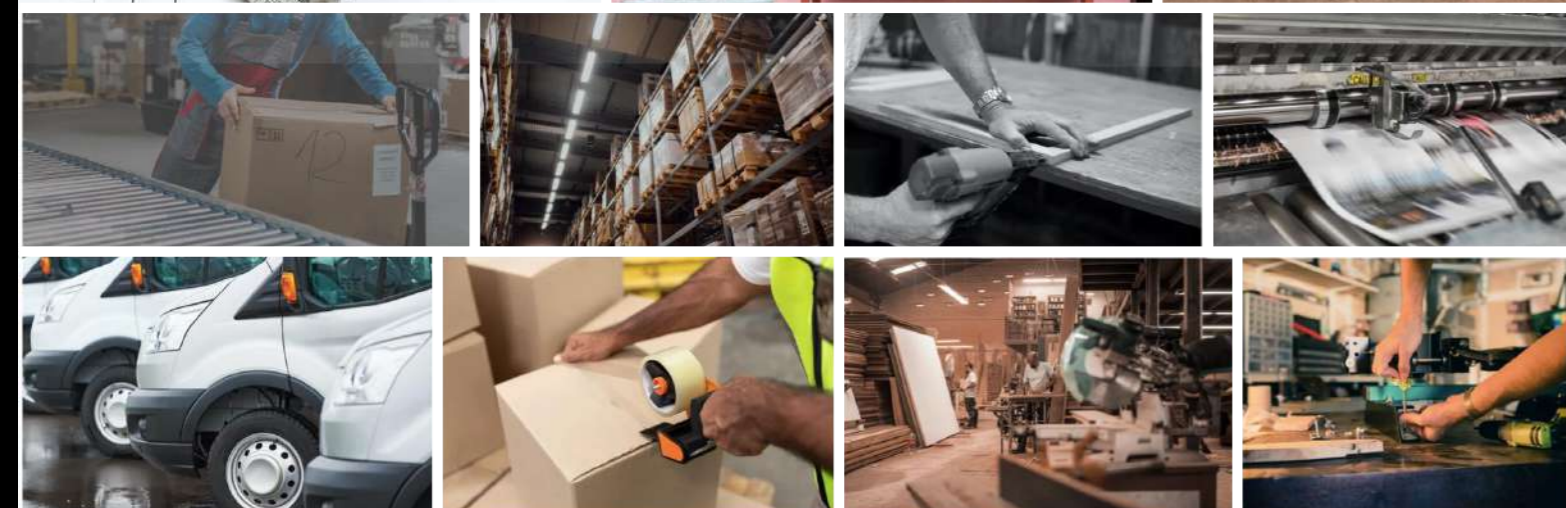




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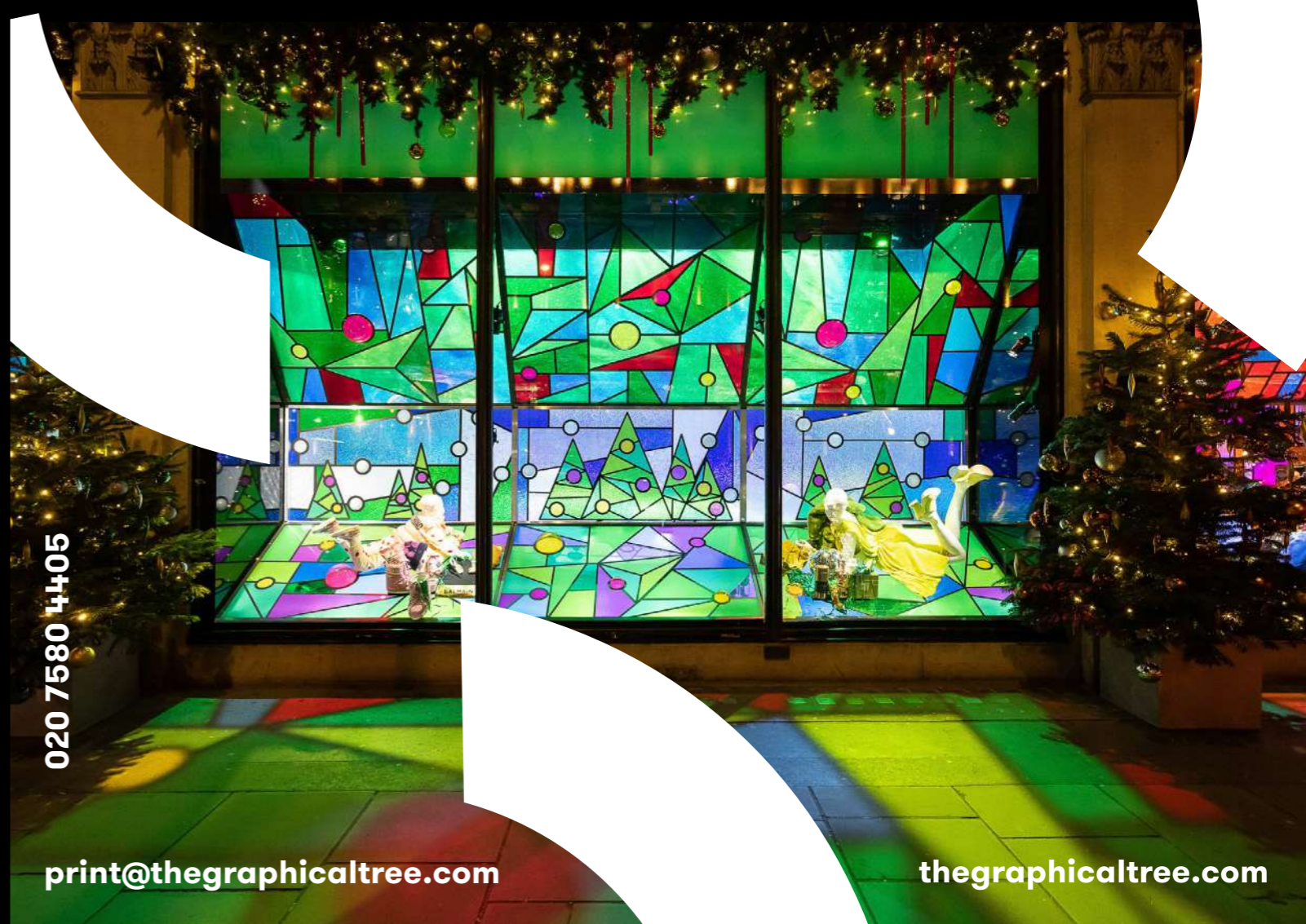
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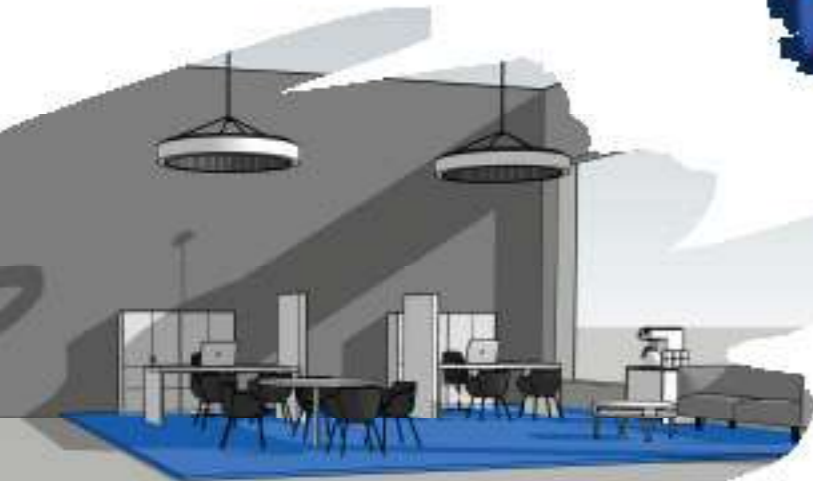
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- Opportunity to join the BDS Leadership Team.
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“A great display is based upon
the golden rules of composition”

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- Your own Task Book

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Braithwaites Jewellers
Floral display
Fleur Adamo, York

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Made You Look! has been working with small businesses for many years and for the last fifteen years offered Visual Display Training courses as well as continuing to create eye-catching displays and atmospheric spaces within the retail and hospitality sector.

The Taster Day course was transposed during lockdown into a series of videos full of photographs, demonstrations, narratives, illustrations and loads of examples. With a downloadable workbook, you'll be looking at what you do through your customers' eyes. The art of display broken into six, jargon-free steps and from the comfort of your own home and at your leisure. And of course, a greener option too! An investment any small business needs to make and the perfect way to get started so you can shine out from the crowd and turn heads too!!

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5. Basic Display Rules
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There have been occasions when Creatives have found themselves in the role of Visual Merchandiser with absolutely no training, and they can be fabulous at it! Yet there are always a few VM's with no formal training, and, although full of great ideas, they've been really glad to learn the basic building blocks of display to give them that extra confidence and assurance they need for their creations. Composition or 'grouping' is key to a well-structured display and many installations have been let down without these skills.

There are also small independent retailers or businesses whether hospitality, service industries or similar with or without windows, Pop-Ups, market stalls even, or many who work from home so networking events are crucial in getting the message across in a visually appealing way.

Sadly not everyone has the budget to hire a professional which would, of course, always be preferable, but everyone needs to start somewhere!

So here are the basics, a tried and tested course we've carried out successfully over many years, helping so many businesses along the way. It has always been a live workshop which naturally stopped during lockdown, but now we have the Online version too - something that you can do in your own time. And for those who are hard of hearing we have added subtitles so just let me know when you buy the course and I'll switch them on for you.

It is also with great delight that our LIVE DAY WORKSHOP in YORK is back with bookings being taken now for September - so don't miss out as it's just in time for all your Christmas displays!

Learn the basic steps of display composition in this short course.

Live Day Course - York

£275

October 25th, 2023

1. A small, fun, bespoke workshop where we can work with you, your business or project, helping you with fresh ideas as we take you through the basic steps of composition and the golden rules of display.
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3. Fresh ideas from photos of your business and discussion of any trouble-spots.
4. Hands-on displays with both your stock, ours too, practising grouping skills
5. A workbook leaving you with a clear understanding and a plan to move forward.
6. Lunch and all refreshments included.

www.eventbrite.co.uk/e/visual-merchandising-display-styling-workshop-hands-on-tickets-686634260557?aff=oddtcreator

"The course is really good & I've recommended it to the local council! It's made a big difference already to our shop. Thankyou!!"

"I enjoyed the course and learnt a lot from it, and it made me feel confident in the displays I have already achieved. I thought the course was easy to navigate and I was able to log in and out as necessary, which I found very helpful. I thought you explained the contents in good detail, and it was visually appealing too."



Verve Arvola ABDS

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

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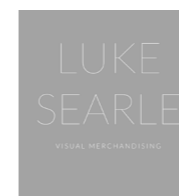
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Liz Johnston FBDS

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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.



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Liz Johnston FBDS

VM Stylist



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Edward Stammers MA,
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Visual Merchandising
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Michelle De Neys FBDS

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