



# Welcome

## Welcome from the Chair



It has certainly been a busy and packed first quarter for the VM & Retail industry. The year kicked off with trade shows such as Top Drawer and Spring Fair in the UK, while in Germany it was time for the annual Christmas World and Ambiente which is held in Frankfurt. This was closely followed by EuroShop in Dusseldorf which is held every three years. Despite what we read in the media, it is certainly an exciting industry to be in and it was great to visit these trade shows.

The BDS team recently enjoyed an evening at the VM Awards Dinner where the food and wine were superb, the networking proved invaluable and the Awards itself were outstanding. Given my experience and knowledge, I was thrilled to be part of the judging panel for the finalists.

The BDS will be exhibiting at this year's VM & Display Show at the Business Design Centre in Islington. Given the success of last year's show, we are certainly looking forward to it. Come along and say Hello to the BDS team and grab your free goodie bag!

In addition to this, we are also holding a VM Student Competition where students from our Centre of Excellence colleges can showcase their talents. This is such a great opportunity for them to network with others in the industry. So do come and along and give them your support. Tickets are free so log on to: [www.vmanddisplayshow.com](http://www.vmanddisplayshow.com)



Registration has now opened for the International Creative Display Conference which is being held in Dublin in June. This is a collaboration with the BDS and our Centre of Excellence college TU Dublin. Scan the QR code for details.

After many months of planning, I am delighted to inform our readers and members that in the next 2 weeks we are shortly launching a new BDS website. We will advertise this on Social Media once launched!

*Jain Kimmins* FBDS  
Chair

## Content

- 04-05** International Creative Display Conference
- 06** Give us your thoughts about the Future of Retail
- 07** VM & Display Show – BDS at stand B4A
- 08-11** Seneca College – Student work
- 12-19** Hertford Regional College – Student work
- 20-21** VM & Display Awards Dinner
- 22-25** EuroShop
- 26-27** Michelle De Neys FBDS
- 28-29** Windsor Great Park - The Savill Garden
- 30-31** Yarnton Home & Garden
- 32-35** Ambiente
- 36-39** Christmas World
- 40** Stampede –Tunbridge Wells
- 58-59** MERCHANDISERS' DIRECTORY
- 60-62** BDS CORPORATE MEMBERS' DIRECTORY
- 63** Meet the BDS Leadership Team

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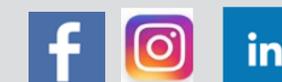
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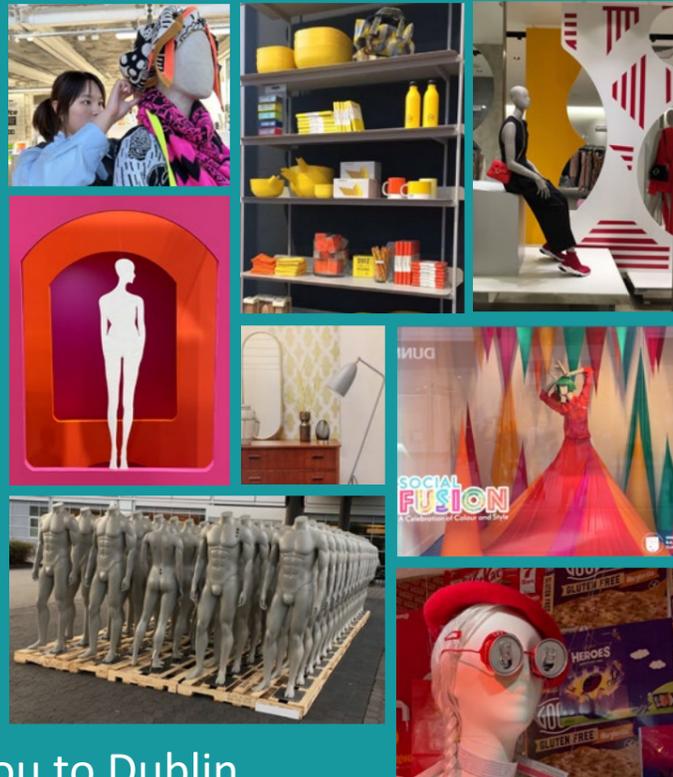
### Chairman

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# International Creative Display Conference



Looking forward to welcoming you to Dublin  
JUNE 14 +15 2023

## Conference Details

The **BA Visual Merchandising & Display** at the **Technological University Dublin** and the **British Display Society** are joining forces to invite international academics, practitioners, students, and retailers to reflect and debate the needs of both the designer and the client in the new age of phygital. A world where the fundamental physical practice of the Visual Merchandiser collides with the digital, leaving more aesthetic, real, and virtual spaces.

Current academics and practitioners are taking in hand the future of future practitioners by exploring and discovering alternative perspectives in the fundamental practice of visual merchandising. With sustainability always at the core, display practitioners will rename and re-situate themselves, ready for the remainder of the 21st century and beyond.

A two-day conference is taking place in **Dublin, Ireland**, on **June 14 & 15, 2023**, on the TU Dublin East Quad campus. The event will be hybrid, allowing for international attendees unable to travel to partake in the talks, and debates.

We look forward to welcoming you. For the Agenda, Abstracts, and Registrations please go to:

<https://www.eventcreate.com/e/international-creative-disp-328062>

Or scan the QR code:



TU Dublin School of Art + Design  
Dublin  
Ireland

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**DUBLIN**  
TECHNOLOGICAL  
UNIVERSITY DUBLIN

British Display Society

**bds**  
**British Display Society**  
*Keeping VM in the Spotlight*



## VISUAL MERCHANDISING AND THE RETAIL ENVIRONMENT

*What is the Future?*

We are surveying a range of retail professionals to gain an understanding of how they view the role of a visual merchandiser, and the challenges the industry faces.

What is the future for this fundamental skill in the ever changing retail landscape, be that bricks and mortar stores, online channels or virtual environments?

We would love to know your thoughts, please scan the QR code below to answer the survey questions.

Answers will be collated and shared at the International Display Conference and in future issues of Spotlight Magazine.

*Many thanks for your support.*



SCAN ME



*Come and say*



*Stand B4A*

**Come along and say 'Hi' to the  
BDS team and grab your free goodie bag!**

We are also holding a VM Student Competition where our Centres of Excellence colleges will showcase their talents. Come and look!



The design and colours chosen in the design and installation of the window are based on the design of the woven carpet on a clay jar and the color of the threads used in the carpet texture. Inspired by the beautiful and magical art of silk and cotton carpets in the several thousand years old cultures of the Middle East, such as the art of hand-woven carpets in Iran, whose history goes back centuries, where the beauty of nature and the surrounding world is always used in making and designing decorative items.

Designer: Ako Ramoukhalifani  
Install Team: Designer, Zina Tran, Artem Bobvyshev & Susan Li



This window display assignment for Seneca College's Visual Merchandising Arts programme is titled "Fangled Love" (Newfangled - fond of or taken by what is new - decorated/ in fashion). This spring/summer accessories display concept is inspired by the "Tied up in Knots" Hermes scarf. The window features two flamingoes as the focal point. These tropical birds represent beauty, balance, and romance; they are ideal for highlighting the Spring/Summer collection with a vivid, whimsical display that includes complementary products. Entwined by their necks and knotted strings, with the floating hat, flowing scarf and tie, spiralling belt, a bag, and the shoes on their feet, a moment is created that draws the viewer's attention not only to the entire display but also to each individual product. In an effort to create a sustainable display, paper mache is used

to add volume to the flamingoes. The paper in the background inspired by the iconic orange hue of Hermes, the vibrant and colourful flowers on the base, and the hundreds of individually cut, folded, and glued feathers of 6 different shapes and sizes are all produced from recyclable or recycled paper. Each flower on the base is one-of-a-kind due to the use of a variety of coloured papers, forms, sizes, and folding techniques. The pastel-colored ropes emanate from the walls and are entangled around the legs and tails of the flamingoes, to illustrate a "fangled" moment. The butterflies, a reference to the "butterflies in the stomach" feeling are crafted from parchment paper that have been embossed and perforated to add a detailed but delicate impression, balancing this window's heavy centre. This window required a total of 136 hours to build and 7 hours to install with a phenomenal team of four.

Designer: Hitesha Gala  
Install Team: Designer, Karuna Tiwari, Komal Saini & Sujal Jobanputra



Designed by: Bryan So  
Install team: Designer & Gyujin Hwang

Theme: Holiday  
Prop Material: Framing lumber, cardboard

This is a Christmas window in Seneca College, and we would like to do something a little bit different from the typical Christmas window. Since it's Christmas time, we wanted to spread the joy of love to everyone who passes by, making us think of the movie "Love Actually" where love and Christmas go perfectly together. Inspired by the movie scenes and quotes, we created a set that included a giant book with one of their well-known quotes in vinyl, along with a set of holiday dresses resembling Natalie, one of the characters from the film, on a mannequin emerging from the book.

A frame made of lumber and covered in cardboard was used to construct the enormous book. The cardboard was then covered in white paper, and the surface was given an antique aspect by soaking it in coffee. The

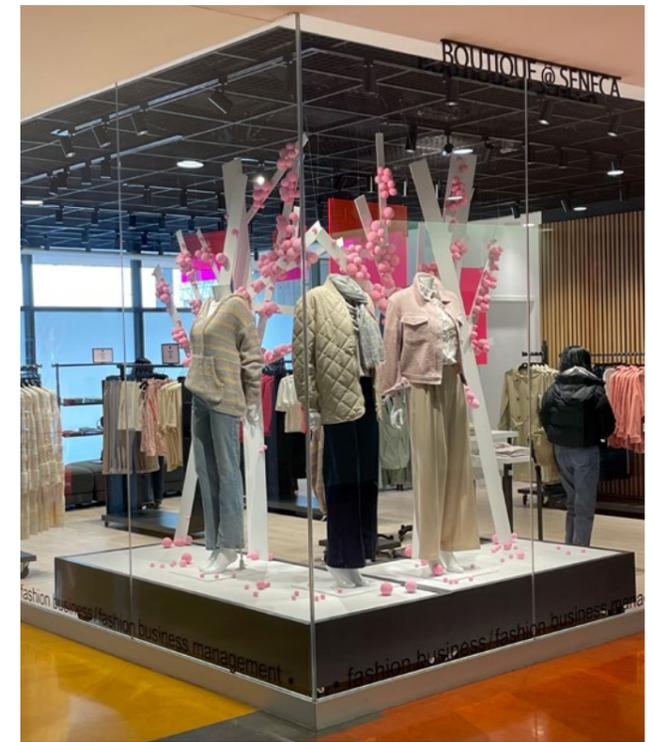
movie phrases were then applied to die-cut vinyl. We hung garland around the "door" where the mannequin emerges from the display to give it a festive vibe, and some branches with pinecones from the ceiling. To further enhance the icy romance of this beautiful display, a fake snow blanket was added.

Springtime is a tableau of a dreamlike scene. Cherry blossoms captivate visitors as they light up the aesthetic spring in subtle shades of pink splendor.

Spring is in full swing  
As love floats gently, in  
Upon refreshing, enthusiastically warming  
Southerly breezes.  
Cherry blossoms falling, white snowdrops from the skies  
Fragile, twirling pink, confetti wings  
Dancing through the day, to the ever-sensuous joys  
Of a rapaciously anticipated, romantic springtime in May.  
Romp and frolicking  
In the tempestuous summertime hay  
Listening to the charming delights  
Of the heartfelt, Nightingales merrily sang, evening song.  
Inflaming insatiable, and enviable passions  
Of eternally flowing streams of love  
My cherished, one and only  
When everyday echoes of springtime fragrances, blossom  
into incessant dreaming of you! (Clive Norman)

As an Architect and painter, Elle Zavarei has an abstract, minimal perspective that influences her designs. From Elle's point of view, cherry blossoms are small pink orbs streaming one from another, bespeaking the arrival of spring. Flat white trunks and branches flow unlimitedly, with distinct angles, from the bottom to the sky. This combination makes a stimulating spring-themed scenery that is flawlessly compatible with different merchandise on the window.

Designer: Elle Zavarei  
Install Team: Designer, Ako Ramoukhalifani, Soo Jin Kim & Zina Tran



Designed by Hyewon Kim  
Install team: Designer, Noah Idibe & Susan Li

I was inspired by Balenciaga's fashion and runway show. I wanted to create a window display with feeling cold and warm, monotonous, colorful, and interesting. It made me think a lot about everything from environmental issues. My main props are silver paper wrappers and air ducts. I wanted to crumple the silver paper wrapper used in the background and deliver a cold and intense image while adding color lights to give a unique and diverse feeling. Looking at the Balenciaga runway show (especially in 2023ss), I could see how much they thought about the environment. So, I tried to add air ducts to the silver paper wrapper to carry an image of a clean environment. It also added visual fun by twisting the air ducts to the floor.



The window is fall theme inspired by Boho abstract art. The display is designed for accessories as the centre of attraction. The window display consists in total six cases. Each window showcases a jewelry or a handbag. The colours of the display are subtle, tints and shades of brown, creating the mood of autumn. The materials used are all recyclable consisting of papers and cardboards. The background was covered in beige fabric, creating a perfect boho look.

Designer: Komal Saini  
Install Team: Designer, Christina Nguyen, Christina Pham & Lina Chu



This display is a play on gender-bending. I wanted to create a display that showcases the elements of all types of genders. On the left wall and right floor represent the free spirit and loving aura of feminine energy, and on the opposite side mask a stable and focused masculine energy. The placement of the mannequin centre in this display is styled in an androgynous way representing different types of gender identity.

The back wall is cut out in foam core and the floor is covered in white a paper. Polka dots and stripes are cut out in grey vinyl.

Designed by: Jimmy Bedlow

Installation Team: Designer & Chloe Franch Wu, Varonica Botero, & Artem Bodryshev



Designed by Sujal Jobanputra  
Install Team: Designer, Hitesha Gala & Jimmy Bedlow

The Christmas window features the home decor collection for Christmas which are the artifacts including Nutcrackers & Santa Clauses. The giant nutcracker is the star of the window who stands tall amongst the suspended paper stars which depicts Christmas glory! As you look at the window you are captured by the suspended galaxy bringing your attention to the big guy and then the small decor pieces around the unconventionally black, white & gold wrapped Christmas trees. There are gift wrapped boxes arranged in pyramid form as risers for the products. The overall material & color palette is chosen to be black & gold instead of conventional red & green. Black & Gold in color symbolism hints the unknown power, prosperity and abundance.

The window was showcased during the Christmas season. Inspiration was taken when I was watching the football. games during thanksgiving, where we see Christmas cars and trucks with Christmas gifts for everyone. For the. materials we reused the cardboard sheets to make the car and cladded it with pink paper. A Christmas tree was placed above the car to give it the perfect Christmas look. Crockery was our merchandise. The background was the snow mountains which were done in layers with cardboard, covered with the snow cloth. Giving it the perfect Christmas vibe.

Designer: Karuna Tiwari  
Install Team: Designer, Chloe Wu, Veronica Botero, Elle Zavarei



This window is a brand-related Window Design practice. I was inspired by the timeless elegance of Dior's fashion designs when I created my window display. I used crape paper and wires to make the flowers. I aimed to capture the intricate details and delicate shapes of different flowers.

For the middle layer of the window, I made a web out of brass wire. This is to imitate the latitude and longitude lines on nautical charts. And my background is the map of the world. I made a small-scaled window prototype before I installed the web, it made the installation process so much smoother.

As I put together my window display, I carefully arranged the flower and wire to create a stunning visual exhibition showcasing the book tote which my teammates painted. The result is a unique combination of fashion and art, crafted from simple materials and inspired by one of the world's most iconic fashion houses.

Designed By: Vanessa (Yudan) Li  
Install Team: Designer & Ariel Lee, Gavin (Weihan) Fu, & Juno (Majun) Wang



# Hertford Regional College

## Katherine Field

BA (Hons) in Visual Merchandising,  
Styling and Promotion Top up Year Level 6 Student

### What was the brief for the project?

The brief for this project looked at creating a sustainable brand of our own choosing. I started the research process by looking at three main ideas to elaborate on, considering sustainable make-up, subscription toys, and a capsule wardrobe for children. After lots of experimentation with photography and branding, I decided I could relate more to the children's capsule wardrobe, being a mother myself.

### What was your thought process behind your solution?

The project started as an idea to meet a high-street need of lacking boys clothing, which when surveyed found parents struggled to find neutral, long lasting, and fashionable boy's clothes that were accessible in price and location. This also came from personal experience being a mum to a boy, so decided to base the brand around my son. After some strong research and peer critique, it was decided to allow the brand to be a non-gendered capsule company of clothing, promoting sustainability not only through material; but buying less, and preserving clothes to change the throw-away culture.

### What did you enjoy most about the project?

I really enjoyed getting into the depths of this brand and creating something that met the needs of so many parents out there. The photoshoot for the lookbook was probably the most enjoyable element, because it was where I could get most creative. Planning layouts, outfits, and shots was really fun to direct, as well as working closely with my son and nephews to create some great photography outcomes.

### What was the most challenging part of the project?

The challenging part of this project was working with film, as I am not very fluent with the technology and understanding – so felt it did not produce as well as it should have. I came across a number of issues in terms of technology, arranging shoots, and conversational management, which has allowed me to see, when a project goes wrong, how to problem solve to still allow a strong outcome.

### Tell us what attracted you to this Level 6 BA (Hons) in Visual Merchandising, Styling and Promotion Top up Year and why you decided to enrol on this course?

I previously completed the Foundation Degree in Visual Merchandising at the college in 2020. I really engaged well into this programme and loved all of the placements and opportunities that were given to me whilst studying. From my Foundation Degree level, I went into industry and worked as a Stylist for Marks and Spencer's. After having a child, I needed a more flexible career, so now am getting into teaching. To achieve this, I had to complete my degree, so decided to come back to complete the Top up Level 6 BA (Hons) in Visual Merchandising, Styling and Promotion, and I am so glad I did!

Digital marketing can be seen as a being increasingly more important than traditional visual merchandising.

Do you find the skills you have gained on this course have prepared you for a future career within retail promotion and marketing?

When I started this course, I thought I was quite advanced when it came to digitalisation – mainly in Photoshop and digital drawing. However, this course has promoted so much more to me, and opened my eyes to so many new techniques, just in this module alone. I am now fluent throughout most of the Adobe Suite, including Photoshop, InDesign and Illustrator, which are leading when it comes to industry experience. This semester I have worked with 3D modelling software Adobe Substance 3D Stager which will be great to use for mock-up store displays in the future; as well as working with Adobe Premier Pro and iMovie to create film clips. The great thing about this course is that it gives you all the skills to make it into industry at the end; you leave with all the tools to be as employable as possible, and that's something that not every institution delivers.

Within this module, I have re-worked most of my knowledge from years before; but it has been great to refresh and to see how updates have improved for the better. However, these skills have now been amplified, and work to an industry level. The understanding I have gained in terms of editing photos, film, publishing, and design are abilities that industry will see and realise I am already at their level – which allows the step from education to work to be much smoother. These are not understandings that you lose, they stay with you and impact your design path through life indefinitely.



**Please scan the QR code!** You will be taken to the Promotional Video for Midda Milk's Sustainable Fashion Brand.

Liliana Scibetta  
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### CREATE YOUR Capsule Wardrobe

Coming to the end of a size season and realising your bubba has unworn clothes left? **How do you avoid that?** Our capsule wardrobe allows you to handpick the essentials you need for your child to enjoy allowing you to know they will be worn well, and do well for the planet.

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Then it's as easy as 3 simple steps...

### 1. Choose your wardrobe



Using our website guide, choose your capsule wardrobe. Full of brilliantly designed, sustainable and long lasting clothes - it'll be hard to not have them all!

### 2. We send it to you



They say good things are worth waiting for - and this parcel certainly is! Now your wardrobe will be sent to you in our beautiful recycled presentation box, clothes wrapped in recycled tissue paper and reusable cardboard hangers. **All clothes are ready to hang and ready to wear.**

### 3. Enjoy your new capsule wardrobe!

Try on and enjoy! We're sure you will!

11



## Dare to Denim

According to researchers, a pair of jeans requires 7,600 litres of water to make. This production, if continues, creates catastrophic outcomes not only on the ecological system, but the lives and homes of many in countries where the jeans are made.

**This needs to change. We are the change.**

Our new technology, sustainable jeans are the answer to poor water production problems. Our denim is made from sustainable cotton, natural dyes. Our jeans contain between 8 - 10 recycled plastic bottles and take cotton leftovers that would have ended up in landfill.

Now that's change where you need it.

Sustainable denim jeans £33

# Hertford Regional College

## Lorna Storey

BA (Hons) in Visual Merchandising,  
Styling and Promotion Top up Year Student

### What was the brief for the project?

The brief was to create a sustainable brand, choosing from either a fashion or lifestyle concept. The first part of the project focused on creating a brand identity, brand values, and to create a lookbook. The second part of the project involved creating promotional materials such as mock up social media pages, a 30 second promotional video, and alongside this an instore design layout.

### What was your thought process behind your solution?

I wanted to design a sustainable contemporary women's fashion brand but in a way that didn't force sustainability in customers' faces. This meant the brand could be suitable for eco conscious shoppers or the not so eco focused shopper, creating a broad range of customers within the target market. The main sustainability element was that the clothes and items sold, would be made from food by-waste such as leather made from pineapple leaves or fabrics made from orange pulp. This is highly sustainable because the food produce has already had energy put into the growth, so no extra energy is used, and the by-waste would otherwise just be burnt or thrown away after. I came across these new innovative materials whilst doing research for sustainability, and the idea of using materials like these lead to the inspiration of the brand name 'Orange Pineapple' and the logo design.

### What did you enjoy most about the project?

I really enjoyed learning new skills such as photography to help me create the lookbook and new digital software, such as Adobe Substance 3D Stager, with which I created the shop design layout for the brand 'Orange Pineapple'. I had not used either of these techniques before the course but now feel confident to use these mediums in future.

### What was the most challenging part of the project?

Learning new skills has also been a challenge, alongside getting the project completed to a high-quality standard. The outcomes have been rewarding though, to be able to see techniques learnt put into practice and bringing the design ideas to life.

### Tell us what attracted you to this Level 6 BA (Hons) in Visual Merchandising, Styling and Promotion Top up Year level 6 and why you decided to enrol on this course?

I had already completed my Visual Merchandising Foundation Degree a few years ago so wanted to complete my degree with the final top up Level 6 BA (Hons). I wanted a more in-depth understanding and stronger skills set within the visual merchandising Industry, which this course has provided. I was also attracted to the course as it can open more doors for me, such as another potential career path into teaching once I achieve my BA in Visual Merchandising, Styling and Promotion qualification.

I knew from studying my previous Foundation Degree level validated by University of Hertfordshire delivered at Hertford Regional College, Ware Campus, that I would have access to great facilities and tutors to help me achieve my BA (Hons) Degree.

**Digital marketing can be seen as a being increasingly more important than traditional visual merchandising. Do you find the skills you have gained on this course have prepared you for a future career within retail promotion and marketing?**

I have developed and gained many new skills. I definitely find the skills I have gained during the first part of the course have prepared me and have also given me insight and understanding into a future with promotion and marketing, which is vital within the retail industry.

### What areas of your studies have you find most valuable to learn and why?

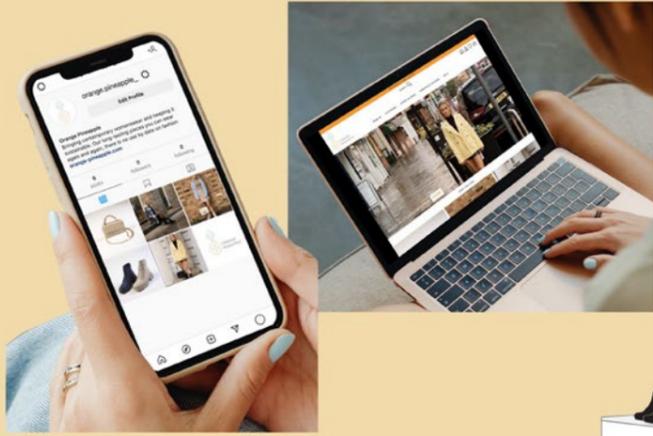
Learning new digital skills and CAD programs as well as revisiting previously used software has been very valuable, as digital design and marketing has grown so much in recent times.



**Please scan the QR code!** You will be taken to the Promotional Video for Orange and Pineapple Sustainable Fashion Brand.

Liliana Scibetta  
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Neutral  
&  
Calm



A stylish relaxed look with a cool neutral palette. With this collection of staple products find ease in pairing items with your other favourite



**Season Statement.**

Made from orange fiber this glamorous pineapple yellow blazer can take you from day to night. Perfect with dark or neutral colours. A statement piece for your wardrobe to wear again and again.

**Bag.**  
A charming, classic, bag made from pineapple leather. The multi-way strap allows you to style your bag across body, over the shoulder or held.



**COOL & COZY**

**Reversible khaki/cream Jacket**  
Keep cozy with this reversible fleece jacket, whilst doubling your outfit options. Mix and match, you won't get bored with this two for the price of one item.

1. Blazer  
This stylish blazer you can dress up or down
2. Roll Neck  
Layer up with this neutral long sleeve top
3. Shorts  
Comfy casual shorts to embrace the last of the autumn sun
4. Boots  
Warm sustainable suede



# VM & Display Awards Dinner

The BDS Team and our guests had a great evening at the VM Awards Dinner. Held at The Leonardo Hotel St Paul's, this annual event is a great way to catch up with others in the industry.

For many years, the VM & Display Awards has been highlighting the skills and commitment of VM professionals who work tirelessly to promote the image, products and services of retailers and brands while inspiring and attracting customers.

Our guests included: James North from Northbanks Design and Zhara Falasir from Sizzle Design who are Corporate Members of the BDS. Other guests were Nathan Ward, London based Image Maker, Set Designer and Liliana from Hertford Regional College which is one of our Centre of Excellence Colleges.

As Chair of the BDS, I was honoured to be part of the judging panel for the finalists. The creativity and installations in all the various categories was superb.

*Jain Kimmins* FBDS *Chair*



# EuroShop 2023



As we all know EuroShop is held every 3 years in Dusseldorf. Both exhibitors and visitors from all over the world converge for this 5-day event which showcases everything in the world of retail, from Visual Merchandising to Lighting and Shop Fittings through to Retail Technology and Food Services to Refrigeration. As my schedule was tight, I focused on the Visual Merchandising halls. There was certainly some great retail theatre with many of the exhibition stands in terms of the design of the stands plus the products on offer.

*Jain Kimmins* FBDS  
Chair



*Virve Arvola and Sanna Toijala from Finland*



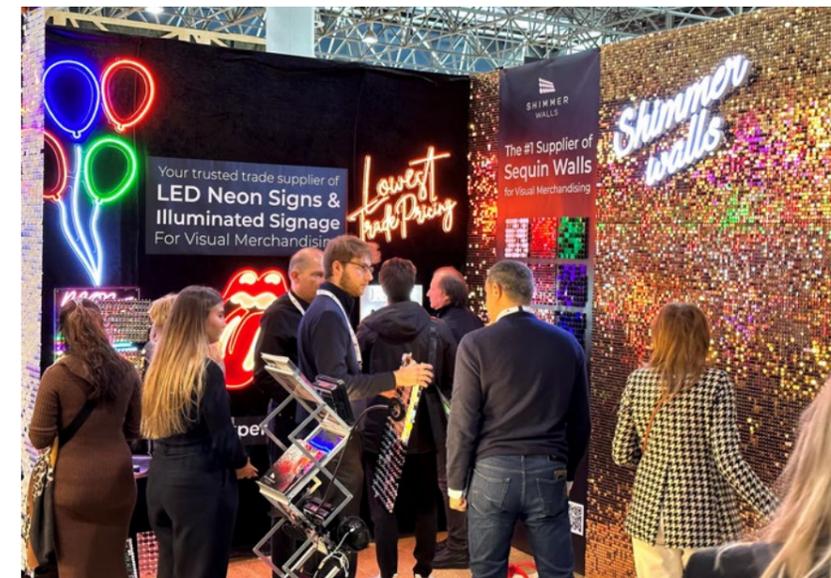
*Els Den Dekker, Head of Visual De Bijenkorf, Amsterdam*



*Carly Hagedon Managing Editor of VMSD Magazine*



*Pilar Escolano from Window France*



Our Corporate Members Design4Retail, Paper Lounge, and Shimmer Walls were exhibiting and the feedback from them was that the show was very productive and successful.





As a VM we all have many strings to our bow, the more experience we gain, the more we push the boundaries on what we can achieve, learn from our mistakes and push ourselves further.

What I've recently learnt is to face my fears, my life has changed in a positive direction because I'm facing my fears in my work and home life. I wouldn't recommend this as a daily occurrence (not good for your heart) but every so often it will build your confidence and you take a different path in life.

VM has changed, I started as a window dresser designing and installing, adding exhibitions and anything creative I would love and evolve into. Next building a team (who are amazing and I never take for granted) learning to step back and trust them but also taking on board their ideas and asks. Then consulting on the customer journey and the science part of VM which fascinates me. Taking retailers out on Retail Experience Days, teaching them how to VM and how they can add it to their business.

I have had to face my fear moments recently which I am so glad I did. I have recently gone global (my dream) and was asked to do a VM talk for about an hour to a room full of people (each person from a different country that represented the brand) I'm a confident person but outside my comfort zone talking to a room of people that not only are incredibly high up in the brand but look after their country in VM and here is little me (5ft 2" so little is appropriate) standing in front of all these heads of VM, all staring at me waiting for words of wisdom.

What I have learnt is always do your homework beforehand, know that brand inside out and stick to what you know, always be honest as you will lose them if you are making it up. Bullet point PowerPoint presentations are great so you don't forget important points, funny stories to engage them and remember.....always smile (they are just as nervous as you are as they think you will ask questions) I was honest about what worked for me, what didn't and how I got to that point, a few funny stories to make them feel comfortable (I do love a funny story) and there I was, you couldn't shut me up. I enjoyed the experience and have done more since, learning to read the faces, what works and what doesn't, making them comfortable and more importantly making the talks interesting and fun so they learn.

My other fear I faced was being in front of the camera, I was asked to do short videos on customer experience, upselling, colour blocking etc and I was terrified! After a discussion with the camera crew (they were amazing!) I had zoom meetings to improve my acting (you are wooden was the call remark) but I improved with their help (I really can't thank them enough for their patience) The scripts were by me and then rewritten into an easier speech for the autocue. I recorded them all and played them constantly in the car for a week (makes a change from singing at the top of my voice to the radio)

The day came, my autocue was held up for me to read, the cameraman smiled at me warmly and reassured me I would be amazing (he could see the fear) Within 10 minutes I was loving it, my speech had slowed down to a good pace and I was happy, enjoying the moment and talking about a job I truly love.

Life is about believing in yourself, pushing those limits and facing your fears and when you love what you do, it becomes easier and you can achieve anything you want.

Michelle De Neys FBDS

[www.mdn-vm.co.uk](http://www.mdn-vm.co.uk)

MDN Display and Design Ltd T/AS  
Michelle De Neys Display and Design Ltd





# WINDSOR GREAT PARK The Savill Garden

## Windsor Great Park - The Savill Garden

Retail is not just on our High Streets.

When we think of retail, we automatically think of shops and stores on our High Streets and in various shopping malls.

Napoleon is often quoted as deriding Britain as a nation of shopkeepers, but it was actually Bertrand Barere de Vieuzac, the French revolutionary, who first used the phrase in 1794.

So, while we are a nation of shopkeepers, we are also a nation of shoppers. There is nothing better than indulging or browsing a shop or store.

Retail extends far beyond the High Street and shopping malls. When we have a family day out to a theme park, museum or visitor attraction, there is usually a retail shop on site. It's there to tempt us to part with our hard-earned cash and to generate additional revenue for the attraction. Visitors are a captive audience once inside the attraction and whether you are shopping in a store, shopping mall or a gift shop at a visitor attraction, visual merchandising and superb store presentation is paramount.

The Creative Download VM team have just successfully completed a 3-day retail project re-merchandising the Gift/Home Shop at The Savill Garden in Windsor Great Park, which is part of The Crown Estate.

In preparation for the Spring/Easter trade, fixtures were moved, merchandise was re-located to create new and exciting zoned shopping areas for customers.

New ranges of merchandise was unpacked and displayed to bring freshness and newness to this Gift Shop which is set in a stunning architectural building.

The feedback from both customers, staff and Senior Management was very positive and we look forward to returning after Easter to prepare the shop for the great ranges of King's Coronation merchandise which will be launched.

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# Yarnton Home & Garden



As Chair of The British Display Society, I had the pleasure of spending time with Celia Leeson-Cox FBDS (Head of Creative) at Yarnton Home & Garden.

A presentation was made to Gemma Tustin who is our latest member of the BDS. It's great to have Celia Leeson-Cox FBDS and her VM team on board as BDS members.

Celia is one of our Judges at this year's VM Student Competition at the VM & Display Show.

If you work in the VM industry, then why not sign up and become a member? It's a great way to network with others in the industry and you are helping us support and promote the industry.

*Jain Kimmins* FBDS  
Chair



**bds**  
British Display Society

**Are you working in the  
Visual Merchandising Industry?**

**Is it time to push your  
Visual Merchandising Career?**

Established in 1947 the British Display Society is a Visual Merchandising/Educational organisation that ensures VM remains a recognised profession, that is alive and kicking in a modern retail world. Former BDS students work throughout the U.K. and indeed throughout the world are now VM Managers, College Lecturers and Consultants. Members are backed by the Society's 'Pathway to Professional Recognition' through which affixes are awarded to members whose work and achievements. In this tough market, retailers need to concentrate on a memorable and pleasant shopping environment that reflects their Brand or Store ensuring that all important customer experience. From shop fronts to window displays to interior displays, product layout and focal points around the store, it is paramount that a high standard of visual merchandising remains to ensure the future success of retail. Our Membership to The British Display Society is increasing and this is reassuring to know that there are a great number of Retail/VM professionals who feel passionate about the part we play in retail.

## Membership has the following benefits:

- The opportunity to network with other VM Members
- Your details will be added onto the BDS database if you are seeking "freelance work"
- A right to attend and vote at the BDS Annual General Meeting
- The opportunity to join the BDS National Council
- The opportunity to have your work published FREE in the VM Spotlight magazine
- The opportunity to have your work published on our Facebook page
- Use of the BDS Membership Logo for your publicity, stationery and social media.

*So join The British Display Society TODAY!*

Are you a VM Student? Then apply for Student Membership £20 per annum  
Are you an experienced Visual Merchandiser? Then apply for BDS Membership £40 per annum



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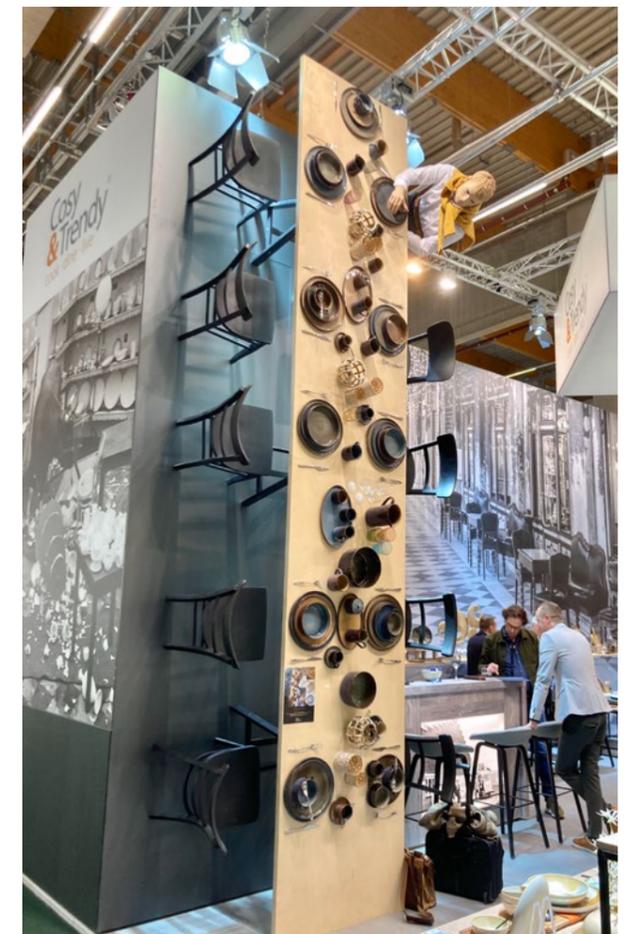


# Ambiente

In conjunction with Christmas World, the homewares/gift trade fair Ambiente was also being showcased at Frankfurt Messe. This was a great opportunity for buyers/influencers to view both Christmas World and Ambiente in one visit.

While I am not a retail buyer, it was great to see the trends for 2023 and see the great exhibition stand design.

*Sain Kimmins FBDS  
Chair*





# Christmas World

A visit to Christmas World is always the 'must visit' when it comes to trade fairs. Held annually, in Frankfurt, a visit to this show is so inspirational and it was exciting to see the various Christmas Trends for 2023. As we know, when you work in retail and in particular the VM industry, Christmas forward planning takes time in order to create retail theatre for that most important time of the trading year.

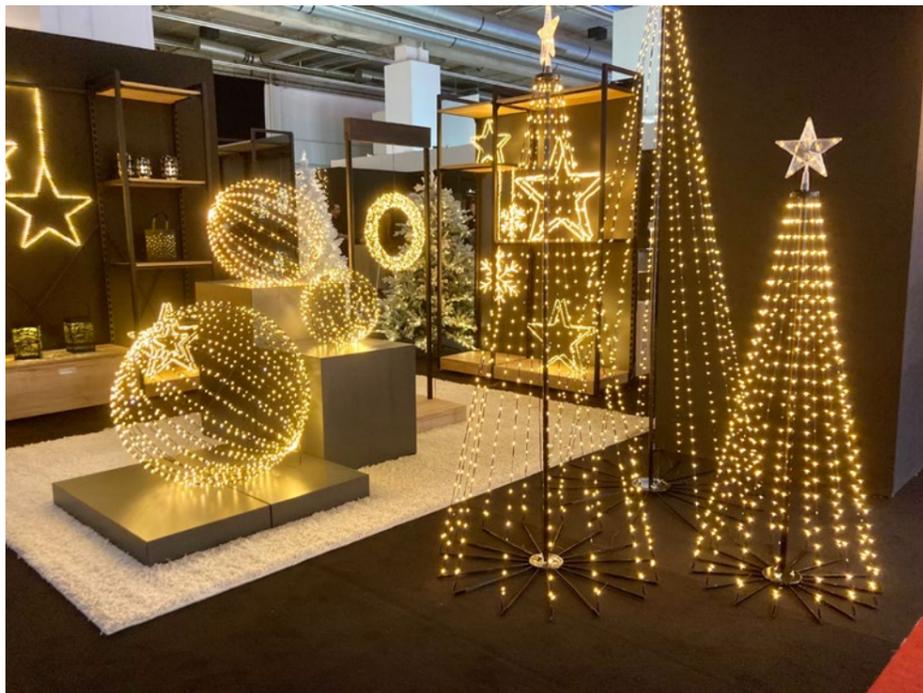
From larger-than-life concepts through to lighting, decorations and baubles, everything you could possibly want for Christmas is here!

*Sain Kimmins* FBDS  
Chair





christmasworld





# Stampede

Tunbridge Wells

This long-standing client wanted me to create extra impact with her shop front to achieve some WOW! factor. She requested a flower garland for the front of her shop so the window display was designed to co-ordinate with it, as will the forthcoming displays for the rest of the season.

Liz Johnston FBDS

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



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The BDS is also a registered charity with the aim of promoting standards in education. We would welcome your contribution to support and maintain standards in VM and related professions.

Let's keep retail and visual merchandising alive!

#### *Introductory Offer:*

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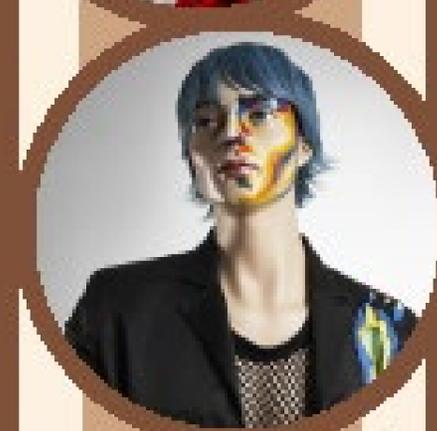
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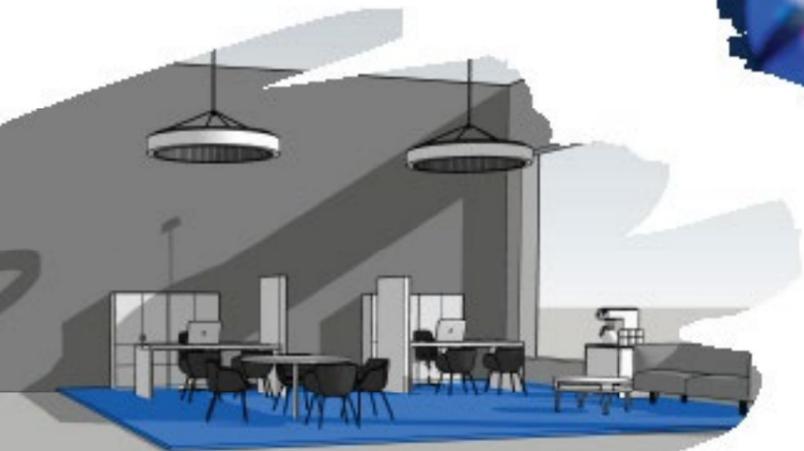
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WINDOW  
DISPLAYS



COOL HUNTING



STORE DESIGN

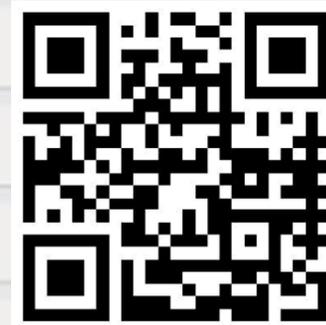
"Visual merchandising is not just my job. It's the way I see and feel the world around me."

## CREATIVE DOWNLOAD

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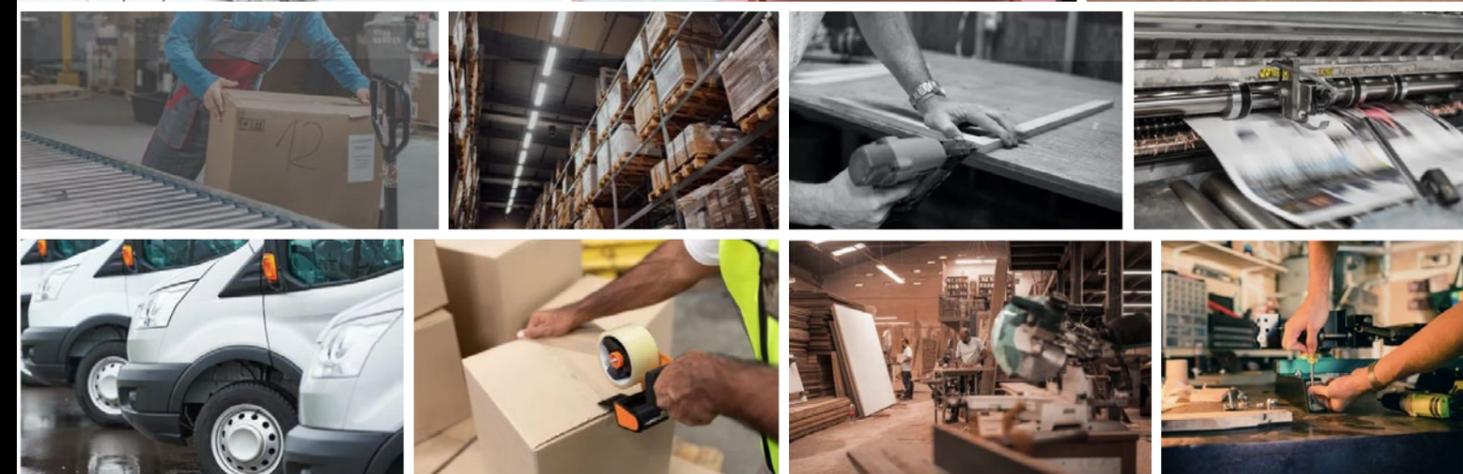




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Braithwaites Jewellers  
Floral display  
Fleur Adamo, York

## Visual Display Training from



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

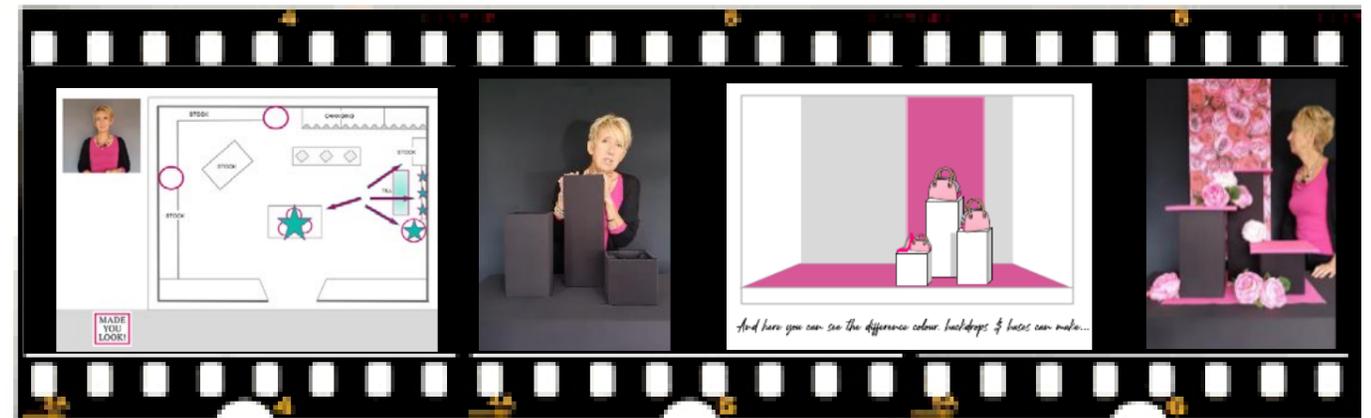
On occasions Creatives have found themselves in the role of Visual Merchandiser with absolutely no training, and they are fabulous at it! Yet there are always a few VM's with no formal training, just great ideas, and they've been really glad to learn the basic building blocks of display to give them 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 or similar, 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 in a techy way, something that you can do from the comfort of your own home, transposed from a tried and tested live workshop carried out successfully over many years, having helped so many businesses along the way. I've even added subtitles for those who are hard of hearing.

This is perfect to get you started so you can shine out from the crowd and turn those heads!



1. Message
2. Location
3. Know Your Customer
4. Inspiration
5. Basic Display Rules
6. Housekeeping
7. Basics of merchandising



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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!

*"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."*

*"Lots of new ideas to try in the window and it all made sense"*

*"We have noticed an increase in purchases, so the presentation has definitely made a difference. £150 and time well invested!"*



<https://www.madeyoulookmadeyoustare.co.uk/>

## Looking for a career in Visual Merchandising?

A successful career in visual merchandising and display design starts with a certificate of achievement awarded by the British Display Society

### BDS Certificate in Display & Visual Merchandising



The marketplace for qualified display design practitioners is an expanding one. Retail, showrooms and museums are the obvious places in which to practice your skills. Your expertise will be needed for so many sectors - Retail, showrooms, museums, online retail, pop ups, social media, styling, events, press days, product launches, exhibitions, hotels, duty-free shops at airports and seaports, theme parks, visitor attractions, and prop-making for video, films, TV and the theatre!

**The skills of a British Display Society trained and qualified practitioner are transferable to anywhere in the world, online or offline!**

Visual merchandising can often be misjudged as just a way of 'making product pretty' but by the end of this course you will fully understand what an integral part VM has in a brands visual presence, its identity and relationship with its customer and ultimately its commercial success!

## BDS Certificate in Display & Visual Merchandising

### Distance learning

The course is delivered online via our dedicated website and consists of 10 modules and corresponding assignments. There is no pressure to complete each module at certain dates, but the full course must be completed within two years from your date of enrolment, which is more than adequate time, with the average completion time being 6 months.

### No fixed start date

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- Pay in full - £475 **SAVE £75!**
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### Course includes;

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Verve Arvola ABDS

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Liz Johnston FBDS

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**Display Style**

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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.

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

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

**The Graphical Tree**  
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Visual Merchandising Consultant



**Vice Chair**  
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Visual Stylist, Creative, and Trainer



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John Abbate FBDS  
VM & Store Design Consultant



**Assistant Treasurer**  
Nigel Fisher FBDS  
Freelance IT Consultant



**Kat Maclennan FBDS**  
Visual Merchandising Consultant



**Director**  
Liz Johnston FBDS  
VM Stylist



**Director and BDS Tutor**  
Barbara Chapman FBDS  
Creative VM Consultant & Stylist & Lecturer.



**Edward Stammers MA, PG Cert**  
Programme Director - Fashion Marketing, Branding



**Paul Symes FBDS**  
Design Director at Reynolds/Symes



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