



# Welcome

## Welcome from the Chair



On behalf of the British Display Society, we are pleased to publish the June issue of VM Spotlight.

It has been a very busy and productive few months. We recently launched a new website [www.britishdisplaysociety.co.uk](http://www.britishdisplaysociety.co.uk) which has generated new members who are passionate about supporting the BDS and the creative / VM industry. Despite being based in the UK, our members are worldwide. Why not sign up and be part of this great VM organisation?

The BDS exhibited at the VM & Display Show in April. This was a great success and our students from our Centre of Excellence colleges enjoyed showcasing their projects and networking with the visitors to the show. It was good to catch up with many familiar faces and meet new people within the industry.

We are now getting ready for the International Creative Display Conference which is being held in Dublin on 14th & 15th June. We have many guest speakers coming from all over the world and it will be a great networking event.

This issue of VM Spotlight highlights our visits to our Centre of Excellence colleges as they showcase the End of Term VM Student Exhibitions, together with some superb floral creations from this year's Chelsea Flower Show.

Thank you for your continued support and enjoy the June issue of VM Spotlight.

*Jain Kimmins* FBDS  
*Chair*

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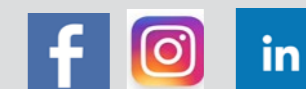
### Chairman

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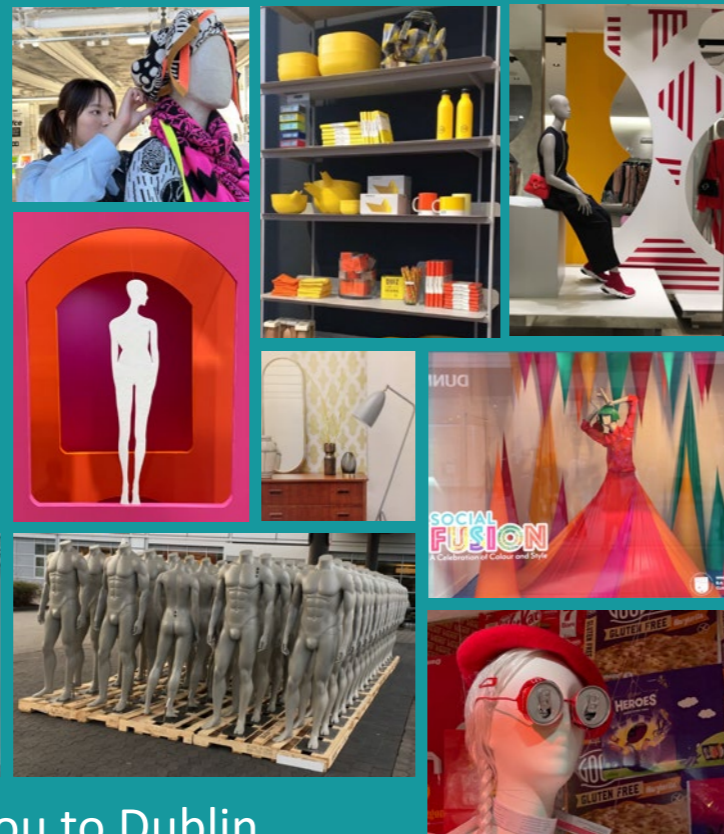
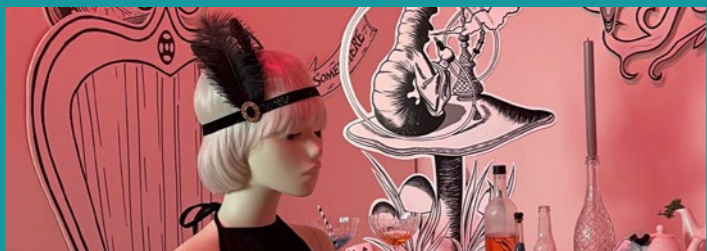
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### Copy deadline for August issue

19th July  
Email: [admin@britishdisplaysociety.co.uk](mailto:admin@britishdisplaysociety.co.uk)



# 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



British Display Society





## 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

**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!*

Apply for BDS Membership, only £40 per annum



[www.britishdisplaysociety.co.uk](http://www.britishdisplaysociety.co.uk)  
[enquiries@britishdisplaysociety.co.uk](mailto:enquiries@britishdisplaysociety.co.uk)

follow us   

# Seneca

## Seneca - Toronto

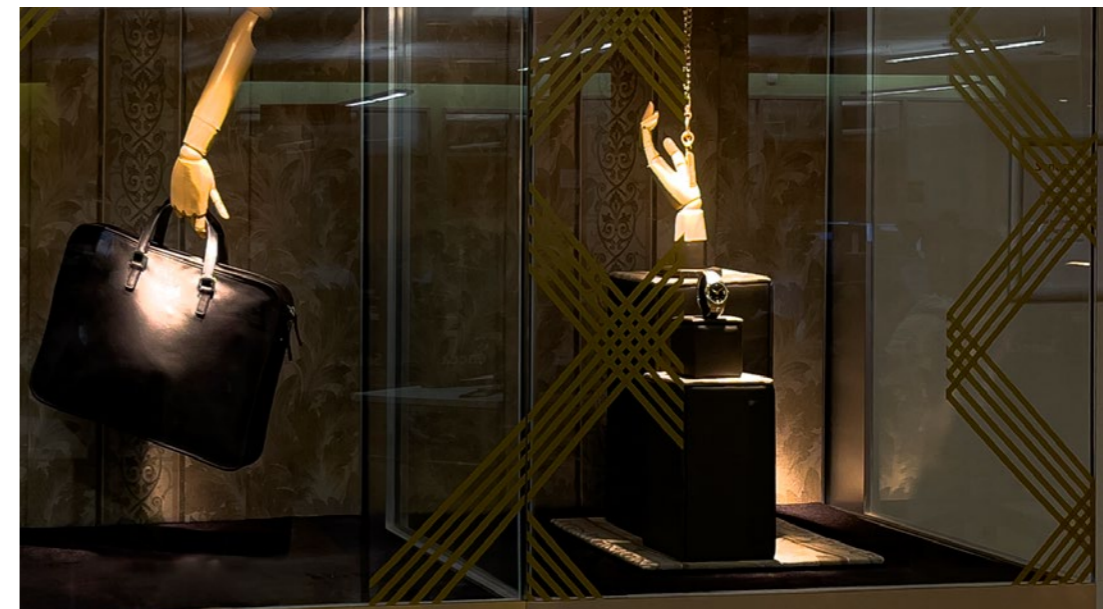
Student work from Seneca - BDS Centre of Excellence



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

**Theme:** Menswear accessories  
**Prop Material:** Fabric, Vinyl and Cardboard

This is a showcase display in Seneca College with a Menswear theme. Step into the world of timeless sophistication with our men's accessories showcase. This elegant display seamlessly blends simplicity and luxury, captivating the essence of refined masculinity. At the left, a leather briefcase takes the spotlight, exuding confidence and professionalism. Nestled within the display, a mannequin hand delicately cradles the briefcase, showcasing its meticulous craftsmanship and attention to detail. At the right, two risers elevate exquisite timepiece and a mannequin hand to highlight the suspending money clip to add a touch of suave charm. The backdrop, adorned with a mesmerizing leaves pattern fabric, completes the scene, infusing the display with a sense of nature's allure. This showcase is a testament to the power of simplicity and elegance in men's fashion.



# Seneca

## Seneca - Toronto

Student work from Seneca - BDS Centre of Excellence



Designed, installed, and photographed by Neron Claudiuse



This display was created to encapsulate Balenciaga's Spring/Summer 2023 runway show in Paris and Balenciaga's combat style boots.

Sculpted and painted styrofoam was used to create the rocky backdrop, while brown velvet fabric was used to cover the side panels – inspired by the “mud pit” runway show.

Car tires were re-shaped to build a display riser on top of which a pair of black boots were customized and accented with white acrylic paint, imitating Balenciaga's combat boots set on a chunky rubber sole.

To incorporate a feeling of movement, water flowed from the top of the tire stack riser and cascaded down the front like a small waterfall. Each of these elements came together to create a gritty, dirty, dark, and immersive display.



# Seneca

## Seneca - Toronto

Student work from Seneca - BDS Centre of Excellence



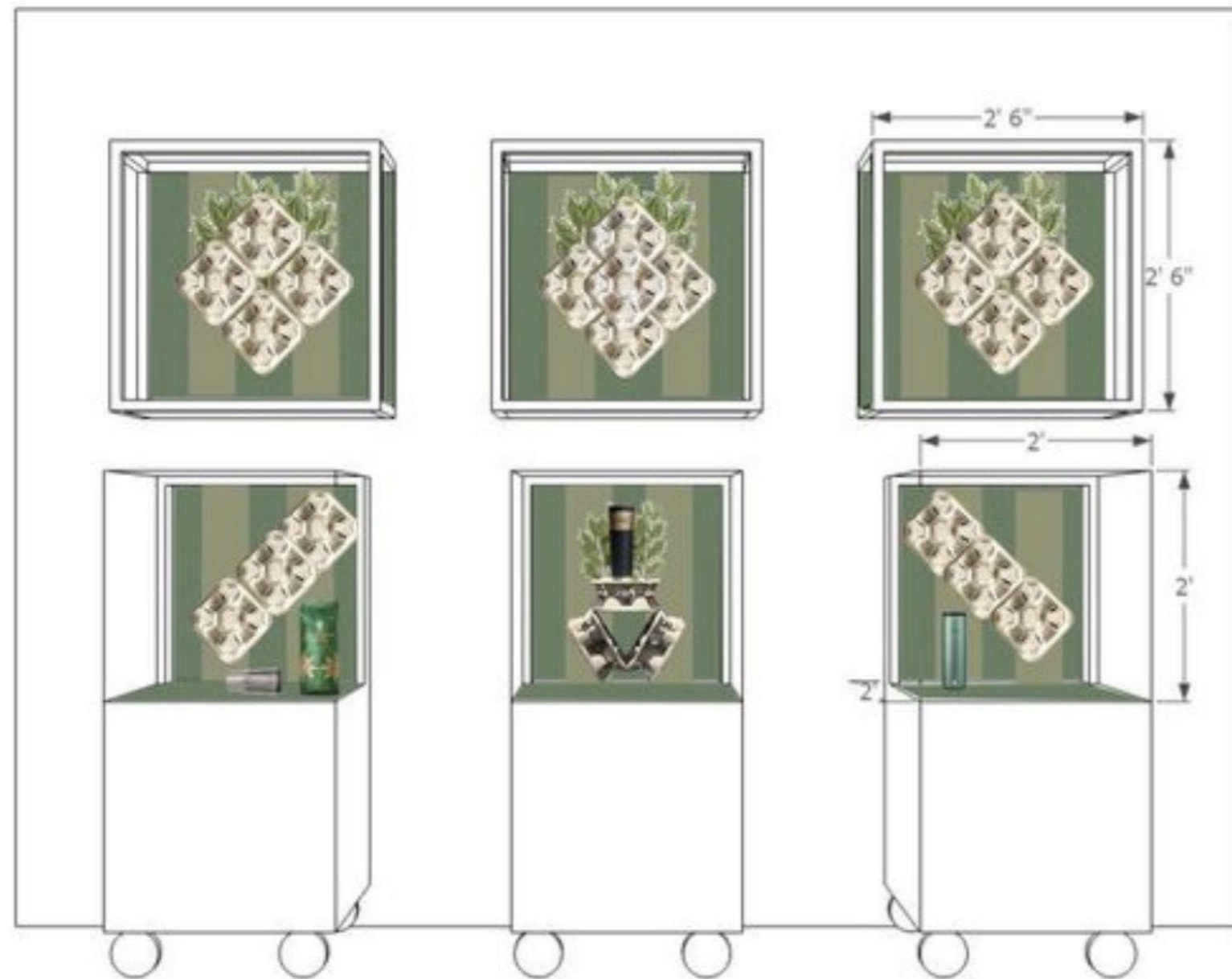
Designed by Rachel Diumano

Installation Team: Rachel Diumano, Eileen Kim, Prabjhot Kaur, Rachael Edmonds

Materials: Coffee Trays

### Up-Cycled Starbucks Display

The goal of the Starbucks display was to create an installation based on recycled materials. We decided to create this display with the intention of patterns and textures throughout the windows. We collected an amount of coffee trays and decided on a pattern that would complement the merchandise inside. The colour pallet was decided on the brand's image and colour scheme. Using colours such as green and gold on the Starbucks tumblers helped enhance the products visual appeal



# Seneca

## Seneca - Toronto

Student work from Seneca - BDS Centre of Excellence



**'Have Your Coffee Outdoors'**

**Design: Susan Li**

**Install: Susan Li, Zina Tran, Artem Bobryshev & Ako Ramoukhalifani**

This display was inspired by 'Wild & Free' enamel coffee cups from the Canadian brand Danica. I wanted to capture the feeling of having coffee while camping in the Canadian wilderness. We were given the theme of Reduce, Reuse, Recycle. In keeping with nature loving theme, I used re-purposed plaid fabric for the background and found tree stumps and sticks from my backyard to highlight both the cups and the eco-friendly coffee beans. The camping lantern was also repurposed for the display.



# We are pleased to announce the following new members to The British Display Society



Membership to The British Display Society connects you with others in the VM industry. Our VM Spotlight Magazine provides a regular forum and updates for members. Membership is a great way to advertise/showcase your work or maybe submit an article about your work / company in our magazine.

## Corporate Members - a warm welcome to:

Trinseo UK Ltd [www.trinseo.com](http://www.trinseo.com)  
Retail Visual Solutions <https://retailvisualsolutions.com>  
thisisnathanward Ltd. <https://www.thisisnathanward.com>  
Impact Retail [impactretail.co.uk](http://impactretail.co.uk)  
Glitter Walls UK Ltd. <https://glitter-walls.com>

## Members - a warm welcome to:

Andy Seet  
Rishi Chhabrai  
Karen Taylor  
Julianne Lavery  
Sara Roberts  
Ghalia Boustani  
Anni Woon

## Do you work in the Visual Merchandising industry?

Are you a VM Professional, a supplier to the industry or a Freelancer?

Why not join The British Display Society?

It is a great way to network with others in the industry and a great way to advertise/showcase your work FREE in our VM Spotlight E- magazine.

If you are a VM professional or a Freelancer, then Membership is from just £40 a year.

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

Hugh Baird  
COLLEGE



## BDS Centre of Excellence



On Thursday 18th May 2023, we had our end of year Students' End of Year Show at Hugh Baird University Centre, Bootle, Liverpool.

I am so proud of our Interior and Spatial Design Students as well as our Visual Merchandising and Promotional Design students as they presented their final major projects to the public at a Private View. Myself, my colleagues - Jo and Ange, are so grateful for the time given by Leona (a former student) for being a Judge for the interior Students, plus Iain Kimmins and Gill Segar from the British Display Society who were judges for the Visual Merchandising and Promotional Design students. Thank you all very much.

But wait... I was totally surprised, and I mean really surprised, that I was an award winner as well. Thank you for the awarded recognising me as an Honorary Fellow of the British Display Society, I am so proud to have been given this accolade.

Thank you also to Ange, Colette and not forgetting our late friend Pete Clayton, with whom I began my career at Hugh Baird in 2001, teaching digital solutions on the British Display Society course and none of this would have been possible without their support and encouragement. I also wish to thank my new colleague, Jo Machell, for all her help. Roll on 2024 for our next show!

Peter Taylor Hons. FBDS  
Hugh Baird College

I had the opportunity to visit our Centre of Excellence college, Hugh Baird, to judge the End of Term exhibition. I was joined by our Corporate Member Gill Segar from Icatcha Design & Display.

The standard of the work was superb and the students were very passionate and enthusiastic about their projects. From the research, sourcing, constructing props, through to the final installations.

It was a great evening with superb wine and snacks! The judging was quite challenging given the attention to detail with each installation. Well done to all the students!

Iain Kimmins FBDS





### Jade Ward

Winner with her concept of Pulse  
Best in Show BA



### Lisa Pratt

Winner with her concept of Bees Knees  
Best in show VM FDA



# Hertford Regional College



For the evening visit to the Graduate Show at Hertford Regional College, I was joined by Barbara Chapman FBDS.

"We saw some amazing student work at the

Private Viewing of the Graduate Show" says Barbara. "I am constantly amazed by the level of talent that we have in our VM Students. The future of Visual Merchandising is indeed bright!"



I will second what Barbara has already said. It was great to catch up with the tutor Liliana Shibetta and her students who we last met at the VM & Display Show in April.

Iain Kimmins FBDS  
Chair





# Windsor College

Windsor Forest Colleges Group

As with all our Centre of Excellence colleges, the British Display Society is delighted to view the End of Term Student Exhibition. Windsor College is no exception.

The tutor for the Art & Design (Fashion, Interiors and 3D Design) course is Kirsty Hoadley and her passion for the art/design/VM Industry is highlighted in the quality of the students' work.

The work is of the highest quality and this starts off from the conceptualisation through to mood boards, through to the final installation that are being showcased at this year's exhibition.

Kirsty is very proud of the work from her students and it is great to see so much thought and inspiration that goes into each of the concepts being developed.

Iain Kimmins FBDS  
Chair



Our Centre of Excellence college, Windsor College, is certainly proud to show off their collection of trophies and certificates that the VM Students have been awarded over many years.





More photographs featuring the End of Term Exhibition can be found on the British Display Society Facebook page.





**WE NEED  
YOUR  
HELP**

Our BDS Centre of Excellence colleges would like to ask if any of our Corporate Members could donate any of the following items of equipment for the education of VM students and the future of skills.

- **A TABLE TOP LASER CUTTER FOR CUTTING OUT TYPICAL DISPLAY MATERIALS. FOR EXAMPLE; FOR CUTTING OUT 2D SHAPES AND LETTERING.**
- **2ND HAND MANNEQUINS**
- **PLINTHS, CUBES, DISPLAY PLATFORMS FOR BASIC VM DISPLAY**
- **PAINT BRUSHES**

At the BDS we are dedicated to helping and supporting the future of the VM industry through our Centres of Excellence. We invite all our members to help some of these institutions that struggle with the cost of equipping their VM departments.

Please contact us [admin@britishdisplaysociety.co.uk](mailto:admin@britishdisplaysociety.co.uk) for donations.



# Tips For Retailers This Summer



Keeping shoppers on our high streets this summer is about making physical retail a destination worth visiting. Modern retail is experiential. With warmer days and a more positive vibe in the air that summer brings, people will be more inclined to go out. Visual Merchandising is as relevant as ever in creating those memorable experiences.

All kinds of retailers can invite their customers to in-store events and workshops. Bring your product to life with events that directly or indirectly tell your brand story. Activate your store, not only through display but also by engaging your customers. You can run a workshop yourself or collaborate with complementary businesses. Let local entrepreneurs pop up in your store and host an event for you. There are many local makers looking for a chance to sell their products. Large national brands sometimes also do this to be more "local". Retail design should now include the flexibility to move fixtures around and host such events.

As the days are longer and people are out more, plan a late-night shopping event all up and down a high street. Late-night shopping is also good when

coinciding with a nearby local festival or event. Find out and take advantage of what is going on in the community. Decorate the high street and window fantastic displays that also help promote the event and get into the festive spirit. Plan outdoor activities well in advance with your local council, BID or Traders Association.

Going outdoors is also something your customers will do more of. They may be going on holiday so have window and in-store product displays focused on these activities and what they need for them. Summer is a fun season with an opportunity to really do some creative windows. The team at the BDS share some summer window ideas to inspire independent retailers. Send us images of your summer windows and we will publish them in the next images.

Lastly, retail is never static; it should constantly change and anticipate the needs of the consumer. The best way to keep shoppers spending this summer is to help your customers enjoy their summer. Inspire them through visual display to make the best of this time of the year.



# Bigger is better, but smaller is cooler!

Why visual merchandising is indispensable to independent retailers.



Ghalia BOUSTANI.

Senior retail consultant at Univers Retail

Published author | Visiting lecturer.

## The importance of visual merchandising in today's retail environments.

Visual merchandising is an integral part of today's retail environments. It refers to the practice of designing and organizing store displays, product placement, and other visual elements in a way that encourages shoppers to shop. A key benefit of efficient visual merchandising is that it can help retailers differentiate themselves from their competitors. In a growing retail market, attractive displays and well-designed store layouts can help retailers stand out and attract more customers.

Visual merchandising can also help retailers boost sales by encouraging customers to shop impulsively. By strategically positioning products and creating attractive fixtures, retailers can create a sense of urgency and excitement about their products, which can lead to increased sales. In addition, visual merchandising can also help retailers share their brand identity and values with customers. Using colors, graphics and other visuals, retailers can create a distinctive look for their stores that reflects their brand image and resonates with their target audience.

In today's retail environments, where online shopping has become more and more popular, visual merchandising has become even more important. With so many products and options available online, retailers must create memorable and engaging in-store experiences to attract and retain customers. Efficient visual merchandising can help achieve this goal by creating an atmosphere that is both inviting and visually stimulating.

## What is experiential visual merchandising?

Experiential visual merchandising is a technique that extends beyond traditional visual merchandising practices to create immersive and attractive experiences for customers. This requires the creation of a multi-sensory environment that enables customers to interact with products and the store in a unique way.

It is about creating an emotional bond with customers through their senses, emotions, and memories. It often entails the use of interactive screens, multimedia technology and sensory elements such as lighting, sound, and smell. In this context, supply is not central to conceiving the visual merchandising experience.

Some examples of experiential visual merchandising would include:

- Pop-up stores or installations that offer customers a unique and immersive experience, such as themed environments, interactive displays, or live performance.
- In-store events where customers participate in activities related to the products sold, such as product demonstrations, workshops, or tastings.
- Virtual reality or augmented reality experiences that enable customers to see and interact with products in a digital environment.
- Themed displays that create a cohesive and immersive environment, such as a beach or winter wonderland, to showcase seasonal products.

In the case of independent retailers or established brands, investment in visual merchandising is required. On the one hand, it creates an attractive retail environment, and on the other hand, it has the potential to positively impact the emotional states and behaviours of consumers. Retailers paid much attention to significant impacts on customer behavior, leading to increased sales, improved brand perception, increased foot traffic, longer store visits, and repeat business. Today, brands and retailers could concentrate on measuring return on experience rather than return on investment.

Efficient visual merchandising can help increase sales by encouraging customers to shop impulsively. By positioning products in strategic locations and creating visually appealing fixtures, retailers can create a sense of urgency and excitement about their products. When it is well-executed, visual merchandising can enhance a customer's perception of a brand. By

creating a consistent and visually attractive in-store environment, retailers can share their values and brand identity with customers, which can help them build brand loyalty and trust.

By creating distinctive displays, retailers can capture the attention of passers-by and encourage them to come into the store. However, attractive, and immersive visuals can encourage customers to spend more time at a store. This may increase the likelihood that they will make a purchase and offer additional opportunities for retailers to connect with customers. In this case, customers are more likely to re-enter in the future and recommend the store to others.

## The importance of visual merchandising for independent retailers.

Visual merchandising is just as important to independent retailers as it is to large retailers or more. Efficient visual merchandising can be a powerful way to attract customers and set yourself apart from the competition. A well-designed display case and attractive displays can catch the attention of passers-by and encourage them to come into the store. For small stores, creating a memorable shopping experience is essential to maintaining customer loyalty and doing business. In this regard, effective visual merchandising can help create a unique and memorable environment where customers will remember and want to return.

It may also maximize the use of available space by strategically positioning products and using creative displays. In this sense, effective visual merchandising can help increase sales by drawing attention to key products and encouraging customers to shop impulsively. A properly designed display can create a feeling of urgency and excitement around the products, leading to increased sales. Independent retailers should bear in mind that visual merchandising is an important tool for communicating a store's brand identity and values to customers. Building a strong brand identity is key to making a difference and adding value to the brand-customer relationship.

## Is there a way to design an aesthetic and immersive retail experience?

There are many ways to design an engaging, aesthetic retail experience.

Here are some tips:

- Create a cohesive team: Choose a theme or concept relevant to your brand and products and use it to direct your visual merchandising efforts. This helps create a consistent, immersive environment for customers.
- Use lighting to set the mood: Lighting is a powerful tool which can be used to create various moods and highlight key products or displays. Use the lighting to create a welcoming and appealing ambiance in your store.
- Incorporate sensory elements: sensory elements like smell, sound and texture can help create a more immersive experience for clients. Use these items strategically to improve the overall mood of your store.
- Offer interactive displays: Interactive displays can be of interest to customers, encouraging them to spend more time in your store. Consider including touch screens, virtual reality experiences or other interactive features in your visual merchandising displays.
- Be attentive to details: small details can make a huge difference when it comes to creating an immersive sales experience. Pay attention to the placement of products, the use of accessories and the overall flow of your store to make sure everything is functioning perfectly.
- By integrating these components into your visual merchandising strategy, you can create an aesthetic and immersive sales experience that will leave a lasting impression on your customers.

While independent retailers remain relevant to consumers in this complex retail environment, they are invited to invest in designing attractive retail environments. Should they display their offering, it will appeal to their audience. It would ideally be that independent retailers refer to a clear brand history, so that all elements of the brand "say the same thing" at all times.

# Selfridges

Oxford Street, London

The Selfridges buyers have worked with experts in vintage and secondhand sourcing to bring The Edit. This curated collection is to celebrate individual style, whether you are shopping for classics, streetwear or your favourite decade.

The selection includes pieces from the most celebrated names in fashion and home design. Check out The Edit on the Lower Ground Floor of Selfridges in London's Oxford Street.



# Fortnum & Mason

Fortnum & Mason's flagship store in London's Piccadilly has always been a treat when it comes to great food and drink. They have recently opened a new Food & Drink Studio located on the 3rd Floor of this iconic building.

This hub which opened a few weeks ago features a multi-purpose kitchen where chefs will create superb recipes from the food that is sold in-store. In addition to this, customers can have their own gin distilled and browse the Food Bookshop which is a must for every food lover.

You can also shop for cooking products ranging from copper cookware through to dishes and cooking utensils.



# Wellness Shop-in-Shop, Qatar

Wild Science Lab

Establishing an identity for WSL's launch into physical retail



Following previous packaging design work with the premium hair and skincare brand, Design4Retail's latest collaboration with Wild Science Lab saw the launch of a botanical shop-in-shop in the newly built Printemps department store in Doha, Qatar.

Prior to this project, Wild Science Lab was an online-only brand, making this their debut into the world of physical retail, so it had to be impactful, educational, memorable, and encapsulate the ethos of the brand! The focus for the shop-in-shop was based on three key strategic pillars including, engaging biophilic design, promotion of the brand's story, and a celebration of the ingredients used in their wellness products. Under the Wild Science Lab umbrella are two key sub-brands, LEAF + SEED and ROOT + FRUIT which co-founders Ali and Zoe felt were important to highlight separately. This would allow customers to seamlessly navigate the brand's products and differentiate between the haircare and skincare ranges. Throughout the process of evolving the creative concept, it was vital that D4R designed a flexible retail space that can be easily updated for future launches, with capacity for the brand's full assortment of products to be displayed at any one given time.

Following their research into the wider marketplace to establish an understanding of the current landscape, the agency's designers curated a cohesive retail strategy which they later transformed into an impactful and comprehensive shop-in-shop concept. To demonstrate the brand's expertise in naturally-derived skincare, a hero ingredients wall was incorporated to frame the space. Each ingredient is displayed in a glass petri-dish-inspired container to reinforce the scientific aspect of the brand and products, giving customers more transparency over what they are using in their hair and on their skin. The moss wall backdrop creates a tactile and sensory moment, softening the science and paying homage to the products' naturally-sourced ingredients.

In the foreground sits two play tables dedicated to each sub-brand, ROOT & FRUIT and LEAF & SEED, which are easily recognised by their illuminated motifs. To ensure cohesion within the space, each play table has been topped with a moss print and adorned with varying sizes of coloured plinths for premium product display. Sharing the brand's story was essential for the founders so customers could learn about their hybrid backgrounds in beauty and healthcare, contributing to the brand's credibility with the aim of building a stronger relationship between brand and customer.

Design4Retail delivered a shop-in-shop that was leveraged to attract and engage with the audience, forming a retail space that resonates and connects with a decision-fatigued, choice-rich customer. By combining retail strategy acumen, responsive design, and an in-depth understanding of the beauty and wellness landscapes, the brand was able to generate a torrent of traction on its debut into physical retail.



# Hyde & Home

After working in retail for so long, I felt the need to open my own shop!

Some of my ideas came to me whilst visiting Paris with a previous employer, and I remember being overwhelmed by the displays and the range of products they were selling.

I found the right premises in the marketplace in Chipping Norton and I opened the shop! Ten years later I am still selling what I love and what everyone else loves too!

The collection for 'Hyde & Home' has always been focused on home and lifestyle products, with a particular emphasis on gifts for men, in a BIG way! I love the fact that an independent shop can be whatever you want it to be - we all have our own sense of style and owning a physical retail shop is a fantastic way of finding some sell expression! VM of course, plays a vital role in presenting customers with the goods for sale, and so plays a huge role in having a physical shop: I like to use props that are quirky and convey a particular story.

Our customers always make positive comments which is always good to hear, as I endeavour to bring them products and a buying experience that they will never forget! Each season brings new opportunities and ideas, so the shop is constantly evolving and continues to inspire. It is so very important for the locals to keep our high streets alive, especially through physical retail units, as we all try to get to grips with spiralling costs and smaller budgets since the pandemic. The best way to show support is by shopping with us, locally, and as often as you can.

Judge me by my windows! Behind each window is a unique business, and behind that business is a human being with a story, and all with their quirky independent self-expression!

Hyde & Home  
9 High street, Chipping Norton, Oxfordshire OX7 5AD



## Petter Pharmacy

Given the current cost of living crisis, Creative Download devised a Bathroom concept for Petter Pharmacy. The various props were supplied from our props studio and graphics were printed onto foamex panels.

We focused on everyday toiletries from toothpaste to shampoo. Merchandise is tightly grouped to create fun and interest.

Petter Pharmacy is an independently owned pharmacy store in Crouch End, London which has been in business for many years serving the local community.





## Flowers on Film

“Flowers on Film” is the concept for this year’s Chelsea in Bloom which adorns the various shops, hotels and restaurants in Sloane Street, Sloane Square and the Kings Road.

“Flowers on Film”, takes inspiration from the characters and storylines that have graced the big screen, famed cinematic awards and the neighbourhood’s silver screen heritage.

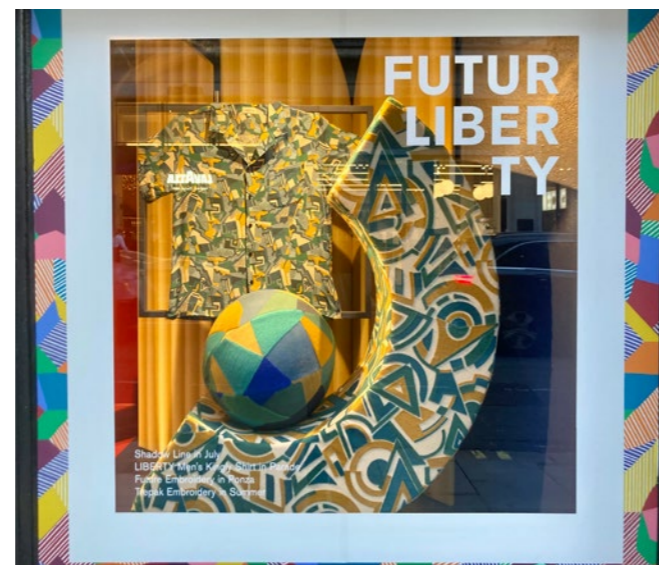
The stunning floral installations celebrate movie icons and all genres of film, creating a magical experience for visitors and locals.





# Liberty of London

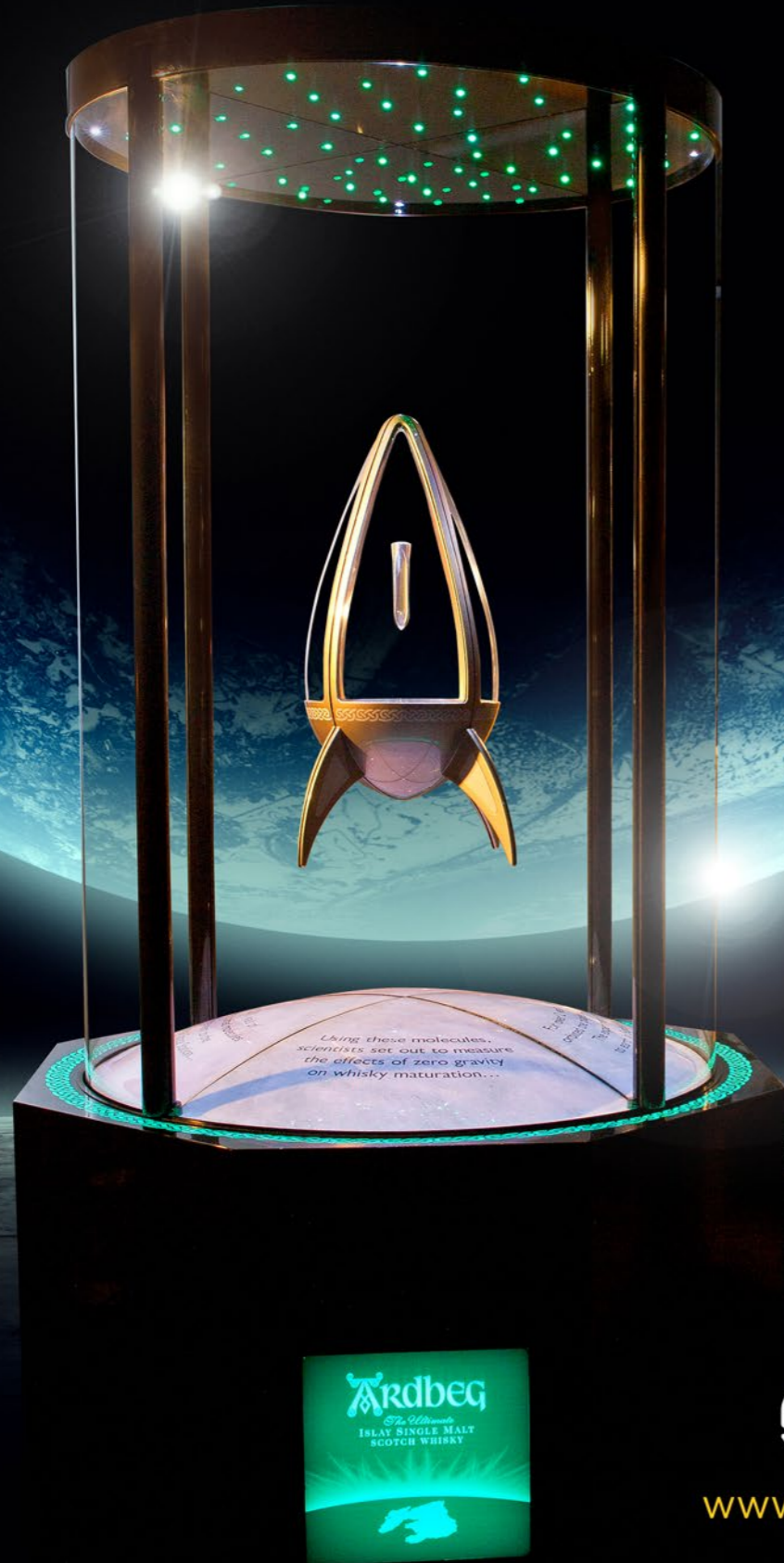
Liberty Fabrics invited the renowned couturier and interior design, Federico Forquet, to curate a capsule collection of designs printed on silk and Tana Lawn cotton. FuturLiberty is an exploration of the unexpected in the Liberty archive, resulting in a reinvention of Liberty Fabrics – inspired by, and celebrating the artistic movement of Futurism and a century of avant-garde.



SUSTAINABLE  
MATERIALS,  
SUSTAINABLE  
SHAPES

Here's the whiskey that made it to the Moon.  
Let's tell the story of your product

**TOGETHER!**

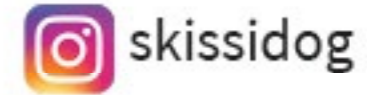


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# SKISSI

*a Finnish*  
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MERCHANDISER

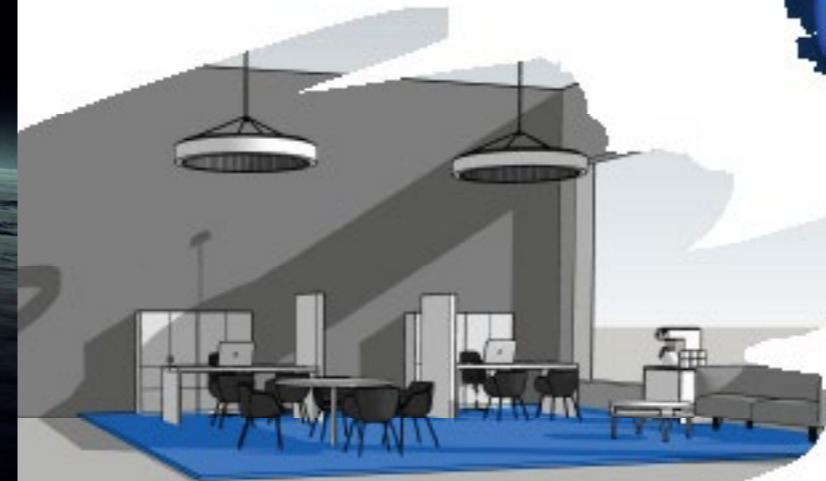
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**WINDOW  
DISPLAYS**



**COOL HUNTING**



**STORE DESIGN**

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Discover our range of exciting props and accessories designed to make it easy for visual merchandising professionals to turn their ideas into reality. **Fresh Looks** showcases our fantastic products and how you can use them to elevate *your* next VM campaign



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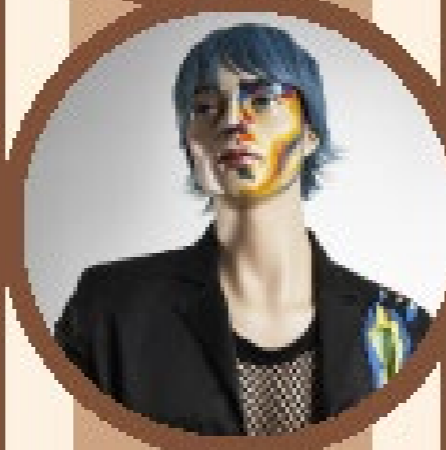
Levitation technology is the solution. Our captivating display creates a unique shopping experience that customers won't forget. Studies show that memorable shopping experiences increase the likelihood of a sale.

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**DISPLAYS**

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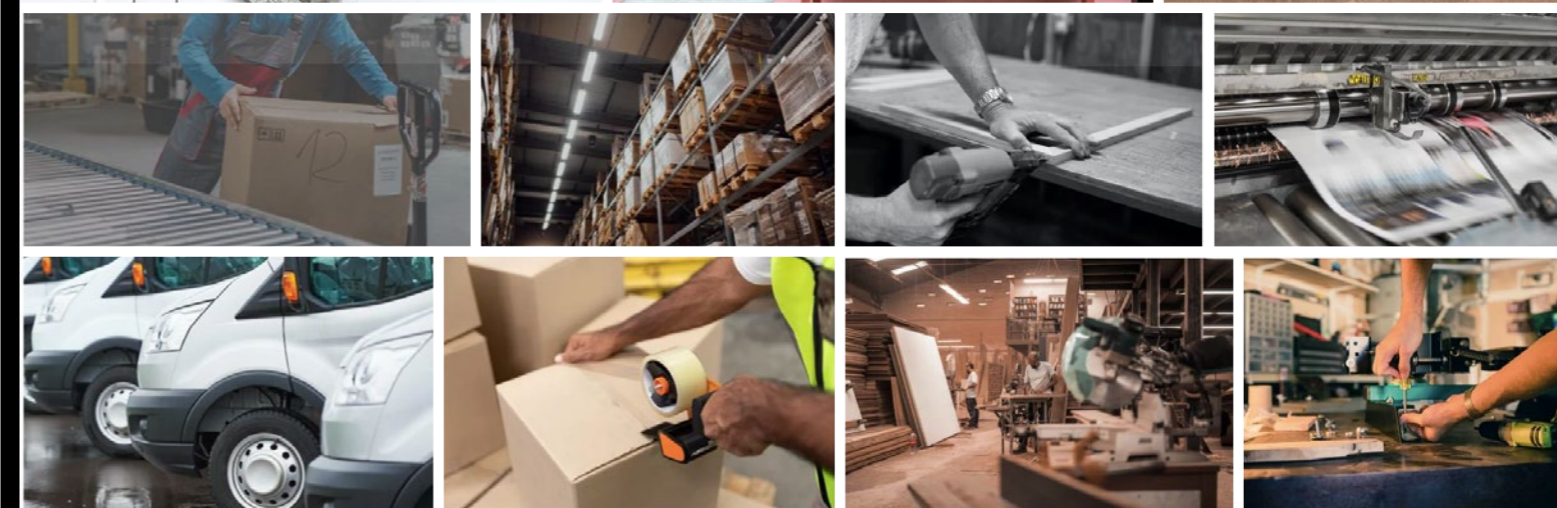
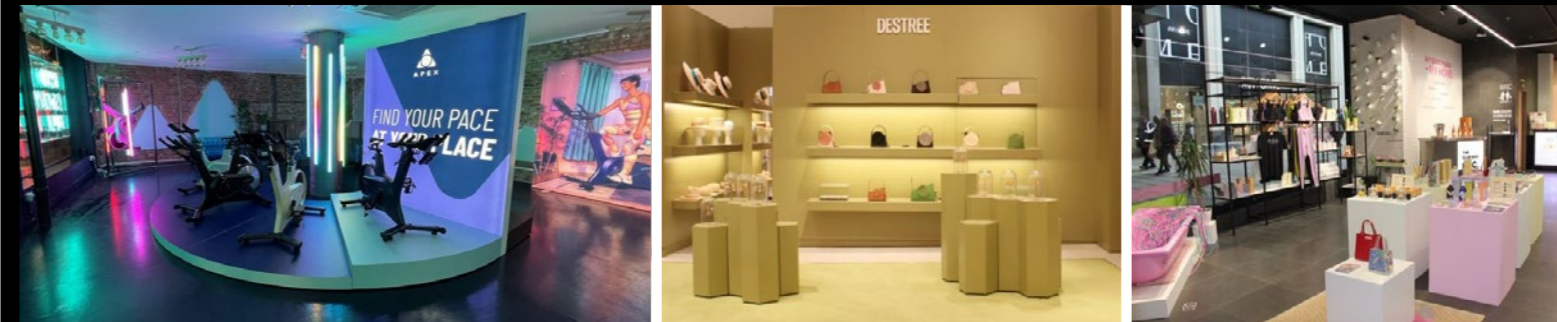
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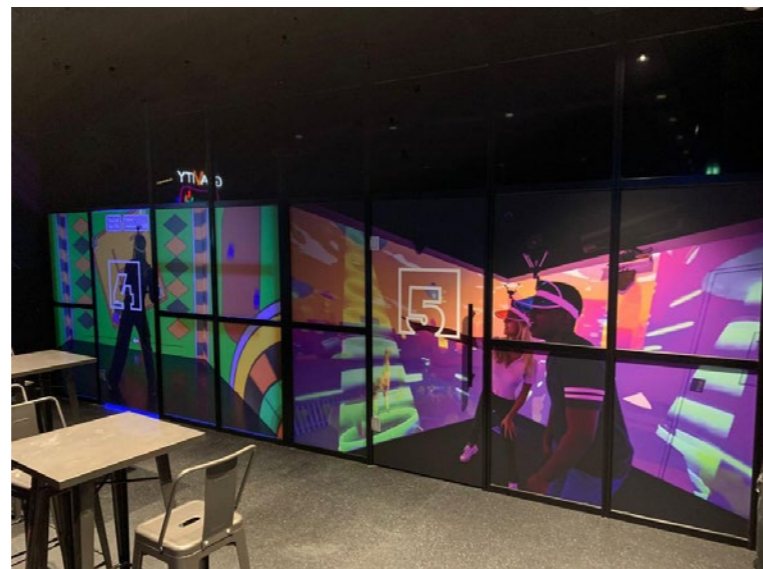
By becoming a Corporate member you will receive unlimited FREE advertising on our Social Media sites along with advertising in our VM Spotlight E-magazine which has a worldwide distribution of 1.9m people in the Retail and VM industry. It's a great way to network with others in the business, advertise and showcase your goods and services, which in turn will help the BDS promote and support VM.

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:**

FIRST year membership only  
£150 – Subsequent years £200



KICK GRAPHICS

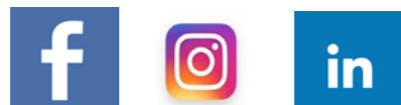


PROJECT WORKS

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**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**

The course can be progressed in your own time and at your own pace with a tutor assigned to you for support, when required. There are no term dates for this course, each student starts as soon as payment is received, whether payment is made in full or by standing order.

**Flexible payment options**

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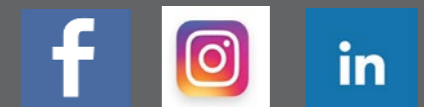
**Course includes;**

- History of VM and Display
- Brand Identity
- Designing
- Visual merchandising - roles and techniques
- Visual merchandising in detail
- Window Display
- Mannequins
- Signage and graphics



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Visual Display Training from

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LOOK!**

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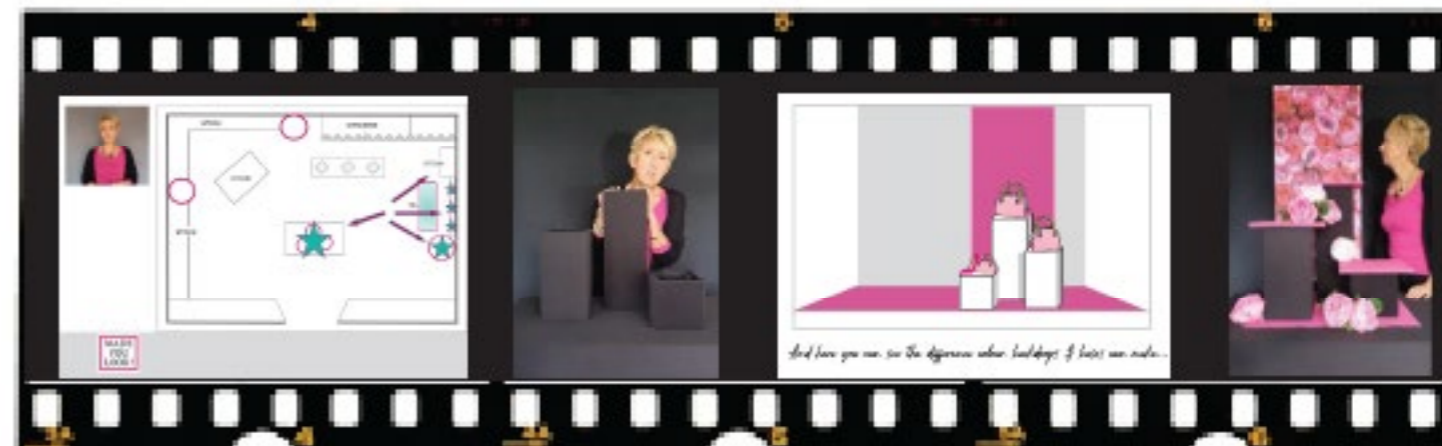
On occasions Creatives have found themselves in the role of Visual Merchandiser with absolutely no training, and they are fabulous at it! Yet there are always a few VM's with no formal training, just great ideas, and they've been really glad to learn the basic building blocks of display to give them 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



1. Seven Modules incl.
2. Videos
3. Narratives
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5. Demonstrations
6. Task book
7. Subtitles

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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?**

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**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!



Verve Arvola ABDS

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

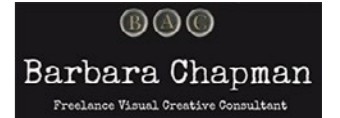
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Silvia Chialli FBDS

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



Kat MacLennan FBDS

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[www.dottodot.work](http://www.dottodot.work)



Krishna Antolin ABDS

Creative consultant and retail veteran (Ralph Lauren, LVMH) specialised in reinventing commercial spaces through brand storytelling, VM strategy and

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Jane Le Bon Creative  
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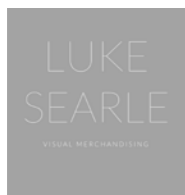
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Liz Johnston FBDS

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

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Display Style

Display Style is an industry that develops and produces displays and scenography for the retail trade sector. Striving, mainly, to bring value to our clients products and help boosting their sales

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Annie Woon  
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**Liz Johnston FBDS**

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# Meet The BDS Leadership Team



Director & Chair  
Iain Kimmins FBDS

Visual Merchandising  
Consultant

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.



Vice Chair  
Helen Goodwin FBDS

Visual Stylist, Creative, and  
Trainer



Director  
Liz Johnston FBDS

VM Stylist



Director, BDS Tutor and  
BDS Archivist  
John Abbate FBDS

VM & Store Design Consultant



Director and BDS Tutor  
Barbara Chapman  
FBDS

Creative VM Consultant &  
Stylist & Lecturer.



Assistant Treasurer  
Nigel Fisher FBDS

Freelance IT Consultant



Edward Stammers MA,  
PG Cert

Programme Director -  
Fashion Marketing, Branding



Kat Maclennan FBDS

Visual Merchandising  
Consultant



Paul Symes FBDS

Design Director at Reynolds/  
Symes

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