



Anderson & Lexi part of the 'us' collection designed by Danny Letton for Association Mannequins.

Welcome

to our February edition!

Here we are with the first edition of 2024, at the start of a new year, which brings new opportunities and fresh creativity to our industry. A new year always makes us plan ahead and develop exciting ideas.

Hope you like the front cover image, it is a design by Danny Letton, you can read all about his work and experience in the industry in the Expert Interview.

Also in this edition is an article about Soundwell College. When the BDS used to deliver courses through colleges, Soundwell ran our courses successfully for many years. Their archive files have been stored with the V&A archive, but now we have had the original files donated to us, we can now convert all the information to digital format for research purposes. It's amazing how many students access our files at the V&A for their studies.

Thank you to all members who contributed to this edition, it's so good to see your work, and share it with others and it also allows us to publicise your work far and wide. Knowing more about each of your business improves the chance to network business, which is a great benefit of BDS membership.

Remember to pay attention to the adverts too, there are some great suppliers for the industry.

The British Display Society will be exhibiting at the VM & Display Show on Tuesday 16th and Wednesday 17th April at The Business Design Centre, Islington, London. This is a 'must visit' for retailers, designers and visual merchandisers. A two-day event which showcases many of the great display/store design companies. The British Display Society will be exhibiting on Stand B4a to help, support and promote the Visual Merchandising industry, so visit and say Hello!

Once again, the BDS will have an area dedicated to our VM Students from several of our Centre of Excellence colleges. Students will create a 'mock-up window' from a theme and materials given by the BDS. This is a great opportunity for the students to connect with others in the industry. Please stop and give them every encouragement.

Hope to see you at the VM & Display Show!

John Abbate FBDS
VM Spotlight Editor



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Newsletter Editor

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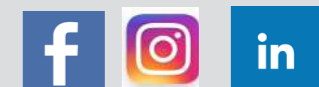
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A Day Off?

Michelle De Neys FBDS

As creative people, do we actually switch off?

For me, and my guess is, most of you reading this, no. I'm always taking photos, architecture, Instagram posts, window displays, anything that captures me and adds to my creativity (65 thousand photos on my phone to prove it)

I spend hours looking at 'What's on' in London, exhibitions, sculptures, anything creative to fuel my passion for the job I love.

For those who love this, a few recommendations for when you are in London:



The Eden Gallery

The Eden Gallery, 103 New Bond Street is an infusion of colour and creativity, I'm on their invite list for new artists showcasing their work. An evening of food, drink and art, what is not to love! Artists such as David Kracov, Dorit Levinstein and Alec Monopoly are regulars, definitely the Wow factor!



The Crown auction

Staying on New Bond Street which for me is a must in London as you have all my favourite windows, Hermès, Dior, Dolce & Cabbana, Louis Vuitton to name a few so lots of inspiration and current trends. Bonhams are running The Crown auction which I visited, it's always worth checking out Bonhams and Sotheby's for auctions (always free to enter but you need to apply for a time slot). I also visited the Freddie Mercury auction, which was amazing, mannequins supplied by Universal Display, looked like Freddie and seeing how he lived, his clothes and the stories were enchanting.



Hermès, New Bond Street, London



I've visited 'The Art of Banksy' exhibitions in Malaga and a couple in London, I'm a huge fan and they never disappoint, always making me smile from the unseen genius. Regent Street have 'The Art of Banksy' Unauthorised, private collection. This is running until the 15th of April, a must if you are in town with a lunch break (I remember those, doesn't happen to often). If you are hungry for lunch I would recommend Mildred's, 45 Lexington Street, Carnaby, a short walk from The Banksy exhibition. I'm not a vegan (sadly I would struggle without the smell of bacon) but this is a vegan restaurant, and the food is mouthwatering, try the Sri Lankan curry, it won't disappoint, and you are sent away with with a recipe to try at home.



Dior, New Bond Street, London



If you are in Tottenham Court Road and would like a relaxing lunch break between creating, I would totally recommend Outernet, a free walk-in immersive experience of colour, floor to ceiling screens, where one minute you are in space, then a jungle, snow and ice and at 12pm they have the butterfly trail which using the scan code you can play with the butterflies. It will make you smile and it's a total relaxing experience that takes you away from the day-to-day way of life.

Thirsty after all this creative content? Head up the road to The Escapologist Bar, 35 Earlham Street (Covent Garden) named by Time Out as one of the coolest bars in London. The venue styled as part 'modern day Victorian men's club' and part 'Masonic lodge', partying like it's 1899 every week is a must. You will literally be walking around taking in the artwork, it's a creative content dream with Happy Hour serving 2-4-1 mind bending cocktails, sensational spirits and a selection of beers, great to unwind after a mad day.

STORE DESIGN

pureseoul



A new UK home for the K-beauty specialists

pureseoul looked to design agency, D4R, to create a store that established them as the go to destination for everything K-Beauty; a hub of expertise and knowledge that celebrates an extensive range of Korean brands.

The beauty retailer challenged Design4Retail to create an accessible space for skincare enthusiasts and makeup junkies to fall in love with Korean cosmetics. The store needed to be calm and inviting, welcoming in existing K-Beauty fans as well as introducing the K-Beauty world to new shoppers. A key focus on the retail concept was that the design had to include a display framework which was fully customisable for changing stock levels, new emerging brands, and products that are hot on socials.



Ensuring that pureseoul's brand values were brought to life, the agency identified four strategic pillars that provided the building blocks for the new retail concept. The concept took cues from pureseoul's existing Soho store but magnified key elements to create a playful and thematic experience. The palette was elevated using a collection of blue tones paired with off white and nudes, giving a 'pure' look and feel – a contrast to the typical K-Beauty aesthetic within the industry. Expressions of clouds were brought through curved tabletops, playful wall alcoves and fluid lighting, giving the store a whimsical look.

Three distinctive zones of activity and product consideration were curated to build a cohesive, intuitive journey for customer exploration that services both self-directed and staff led shoppers. Two focal areas for pureseoul were the 'Masks & Mini's' zone and 'New Brand Launch' zone. The 'Minis' were to target those younger demographics which were looking to take home a piece of pureseoul without paying the premium price tag. While the 'New Brand Launch' zone at the storefront was to showcase curated edits that leverage TikTok trending and best seller content to inspire and satisfy the want for hype products.

Intertwined throughout the zones were educational yet inspiring messages and graphic content that includes and represents every type of customer. This was achieved through a show, don't tell approach to comms. But the most notable feature of the store is that every fixture design element is free dress meaning that pureseoul can continue to customise and mix & match the layout of the store as the brands needs change - future proofing the store.

The 'Playful Sky-Scape' concept gave reason for customers to enter a physical store rather than shopping online. It allowed pureseoul's personality to shine, adding provenance to the stories of the brand and creating affinity through memorable and distinct moments. The store is a cohesive visual envelope of various evocations of the brand and is now the go-to place for K-Beauty in the UK.





Industry expert Q & A with stylist and visual consultant Danny Letton FBDS



I'm so excited to reveal that in this month's edition I'll be chewing the fat with the legend that is Danny Letton. An iconic stylist of our industry who has a truck load of experience and has been a true inspiration to many of us. After knowing him for many years I can still spot his work from twenty paces. His immaculate, detailed and faultless way of styling is a joy to behold and demonstrates the skill and expertise of this lovely man. I was keen to get to know his history and how he

So, Danny, tell us...

Q1.
What first gave you the idea of getting into display?

A1.
My very first thoughts about the possibility of having a career in the display world occurred to me when I was about three years old. Whilst my mum and I were waiting at a bus stop located outside a Richard Shops store in Lewisham, I spotted a girl dressing the window. I walked over to this mesmerising scene where upon I jammed my face up to the glass and watched her most intently, so much so that we missed two buses much to the annoyance of my mum!

Q2.
Can you briefly talk us through your career path from your first role up to where you are today in your career?

A2.
The start of my career path wasn't the usual one trodden by most, college, intern, positions etc. I started off by knowing exactly what I wanted to do (see Q1 above) At the tender age of eleven I got myself a Saturday job at the Lewisham branch of Chiesmans department store working with Alan Laza and his team during my school summer holidays. Whilst in my last year at school I was put on a government Y.T.S Scheme which was for a three-week duration and was placed within the Burton Group where I was doing the most junior of jobs; passing pins, cleaning light fittings, even making cups of tea! But most importantly of all I was watching the display men intently and absorbing technique and knowledge that they were teaching me. Unfortunately, at the end of my time there wasn't any available positions at Burton, but I was told to contact TopMan, which I did and had an interview for the position of Display Studio Assistant with Paul Coxon based in Crawley, Sussex. I had to dress and group three mannequins. I passed with flying colours (according to Paul!) During my time with TopMan, as well as working in the studio on prototype schemes and dressing mock windows that were then photographed (this was around '83, long before digital cameras, computers and email) and sent to the teams in the field for styling inspiration and placement of schemes in their windows, I would also travel the country assisting with store openings including the opening of the Top Man flagship store located on Oxford Circus (where Nike Town is now) During my time at TopMan, I got the opportunity to work alongside sculptor Derek Ryman on an exclusive mannequin head. We got on well and he asked me if I'd be interested in working with him as a designer. I accepted and stayed with him for around 2 years designing three collections. I was also doing the odd bits of freelance work here and there whilst at Derek Ryman Mannequins, but I wanted to travel again. I saw an advert in the Evening Standard for a mobile window dresser for Concept Man. I was with them around six months and was unfortunately made redundant, so I just switched over to Chelsea Girl whose visual division was headed up by Jacquie Gray. I had the whole of the East Anglia region that included some shops in rather dodgy areas! Not having a company car but having to travel everywhere by train with a company tool bag, Polaroid camera and often a roll of P.V.C, it took its toll, so I sadly parted company with Chelsea Girl after a year and then headed to Bentalls department store located in Kingston Upon Thames as I'd moved to Virginia Water, and this was a much easier commute!

I was the only boy on a team of thirteen girls that was split into fashion and home. I was the Leading Assistant on the fashion team. The great thing about the Bentalls display team was that after six months the teams switched over so that everyone got to do a bit of both... Except me, I was told by David Watson (display manager) that he wanted me to stay where I was. Towards the end of my four-year tenure, I once again saw a Selfridges advert in the Evening Standard looking for display staff.

I applied, was interviewed by Tanya Reynolds and got the job. I LOVED working at Selfridges, always the first one in and the last one to leave. The dimensions of the windows were fantastic, it was like dressing small stages! From there I moved onto Harvey Nichols where I stayed for about 5 years and whilst there I was freelancing for the likes of Hyper Hyper, Kensington Market, Gina Shoes, Patrick Cox, Annabel's night club and Charles Worthington etc.



Anderson & Lexi part of the 'us' collection designed by Danny Letton for Association Mannequins.

Q3.
Which brands were your inspirations when you first started out in the business?

A3.
I wasn't really inspired by any brands in particular; Clothes were just clothes to me (I wasn't a fashion label queen... LOL!) I was always more interested in how to style and present them on a mannequin than what name the label carried. Sometimes the cheaper the clothes the more of a challenge they were to pin and make presentable... I loved a challenge.

Q4.
How did the display team operate at Selfridges? What was the structure?

A4.
There were quite a few teams at Selfridges. The fashion team was headed up by Rachel Sproule and Caroline Armstrong with a team of about 14 dressers of different levels. The household team was headed up by Tony Morgan with a team of about 14 dressers of different levels. The creative studio headed up by Mike Bush with a team of about 8. This team along with Tanya Reynolds and Roland Cleaver (Display Coordinator) would come up with window schemes. We also had a team of creatives headed up by Gordon Swift based in 'Irongate' a premises that Selfridges owned located on the Edgware Rd where the team would create, produce and install window schemes and props.

Q5.

What inspired you to leave Selfridges and continue your career path in a new role?

A5.

I only stayed at Selfridges for just over a year, this was because one of my line managers was married to Shaun Armstrong who was Fashion Coordinator at Harvey Nichols and he'd seen a run of windows on Duke St that I'd styled, and he wanted me to jump ship, which I gladly did.

Q6.

What were the major differences in the structure of the teams when you moved from Selfridges to Harvey Nichols?

A6.

There wasn't that much difference in the structure of the team at Harvey Nichols although unlike Selfridges it was a much smaller, close-knit team in as much as there was only about 10 dressers once again split in to two teams, fashion and home. Apart from dressing windows and escalator sites each team member had a floor whose visual areas were their responsibility and who also had creative freedom to come up with interesting and eye-catching ideas.

Q7.

What inspired you to go freelance after working for big brands for so many years? And explain to us the types of freelance projects you've been involved with?

A7.

I initially decided to depart Harvey Nichols after 5 years due to the fact that I just thought my time within a store structure was finally over plus I was getting a lot of freelance work, and one job in particular sealed the deal for me and that was getting a call from Lady Ritblat who invited me to come to her home to discuss a forthcoming exhibition she was planning with the V&A.

Jill is an amazingly interesting woman who has the most amazing and VAST wardrobes which I had the pleasure of going through, selecting looks alongside Amy de la Haye who curated the final exhibition entitled 'One Woman's Wardrobe' that ran from March 1998 to October 1998.

As a freelancer your days are never the same, as there is so much variety in the type of jobs that you can be booked for. One day you can be styling campaigns for a high street fashion giant, the next flying off to Riyadh for 3 weeks to dress the soon to be opening Harvey Nichols, then set dressing for a film, or maybe styling Rootstein's latest mannequin collection in Keith Haring inspired knitwear alongside Nathan Hicks and Michael Roberts (R.I.P) for the window of Joseph? The life of a freelancer is so varied, interesting and full of surprises!



Joseph Keith Haring window

Q8.

What has been your favourite project to work on throughout your career and why?

A8.

I think my all-time favourite job was the 'One Woman's Wardrobe' project which I mentioned in question 7. That's because I got to meet a lovely, warm hearted, generous soul who was grateful and thankful of my creative input to the success of her exhibition, plus I got to work with the iconic photographer Toby McFarlan Pond on the beautiful book of which I styled that accompanied the exhibition, they remain good friends to this day.



'One woman's wardrobe'

Q9.

We are very proud to have you as a member of the British Display Society. What inspired you to join us and what benefits do you enjoy from being a member?

A9.

I joined the British Display Society as I feel so passionate about my craft and the fact that we need to preserve this skill of presentation in a world where hi tech graphics and signage seem to dominate store windows worldwide and that there's still a need for the up-and-coming display artists to learn about the basics of a beautifully executed window whether it be designer dresses or pieces of furniture. I also like to keep abreast of what's happening in parts of the country and world that I've not yet been to, and The British Display Society do this so perfectly with reports and photos by fellow BDS members.

Q10.

Tell us, what does the future hold for Danny Letton and your business?

A10.

There is something currently in the pipeline for me but because of a signed N.D.A I can't really talk about it but it's something I was approached about and an area that I enjoy working in so watch this space....!

Danny Letton FBDS

www.dannyletton.com

We can't wait Danny! I just want to thank Danny for taking time out of his super busy schedule to chat to me. I'm sure you'll agree it's been fascinating and inspirational read. The future for Danny is indeed bright!

Written by Barbara Chapman FBDS

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Dreamy Windows for ghd

Ghd Dreamland launches in Selfridges, London



The ghd Dreamland collection was arguably one of the brand's most notable festive launches in history. With global adoration their innovations in haircare technology and a huge social following, the brand has been at the top of its game since inception. And so, the launch of ghd Dreamland created an enviable buzz amongst beauty and haircare enthusiasts.

Throughout December 2023, the brand announced a total takeover of central London, with activations across Regent Street, Oxford Street and Knightsbridge. Based on their acronymic name, ghd transformed the central streets into Good Hair Street. As the creative & manufacturing agency for ghd, we were the minds behind the incredible Christmas window in Selfridges Oxford Street. Our creative team strategized a pop-up display which would transform the Dreamland campaign into a tangible physical space on one of London's busiest streets.

Nestled within the foliage of the iconic department store, the romantic blush pink and jade colour palette of the Dreamland collection made a beautiful statement. Utilising drapes, the window sets a literal stage for ghd, with the esteemed products becoming the stars of the show. Central to this, the dusky pink vanity cases were arranged into a Christmas tree shape, alluding to the fact that this is a key festive collection for ghd.

Above 'good hair day' is illuminated, extending the acronym of ghd into the full brand name. Either side, digital screens use branded content with references to the London takeover, including a faux tube stop named 'Good Hair Street.' Below, giftboxes are delicately placed amongst 'clouds,' suggestive of the Dreamland campaign.

Manufactured in-house at our Leicestershire office & production facility, we performed an entire dry build at our premises before installing in Selfridges window.

The window not only captivated with its grand design, but it easily immersed passers-by into the magic & wonder of the Dreamland campaign.

impactretail.co.uk



Soundwell College – Bristol

Iain Kimmins FBDS

Several months ago, the BDS was contacted by Mark Tinsley who was a VM lecturer at Soundwell College in Bristol.

Mark was the ex-Head of Communicating Art and Design at Soundwell College (closed after amalgamation with City of Bristol College) he had the pleasure of being the BDS course tutor 1981 - 1996 and working with the BDS team. Whilst in this post he had collected a reasonable archive of student award information and approx 200 copies on 35mm slide of students work from the late 80's and up to mid 90's.

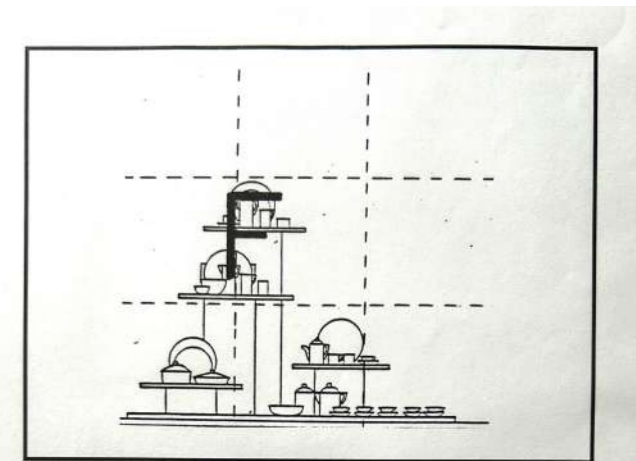
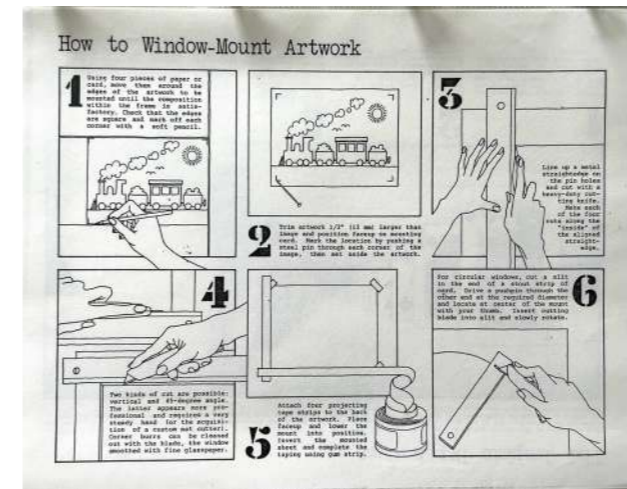
Soundwell College was, in its time, a very successful college with exemplary facilities to include studios, woodwork and metalwork workshops for prop building and these facilities were complimented by purpose-built glass fronted windows contained in an architect designed area of the college.

The Display department and its students were awarded 24 national awards to include the Sebastian Earl Trophy and the Hambledon Trophy on several occasions and in 1992 I was appointed a fellow for the quality of the above and in recognition of other duties carried out on behalf of the society.

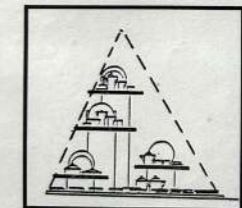
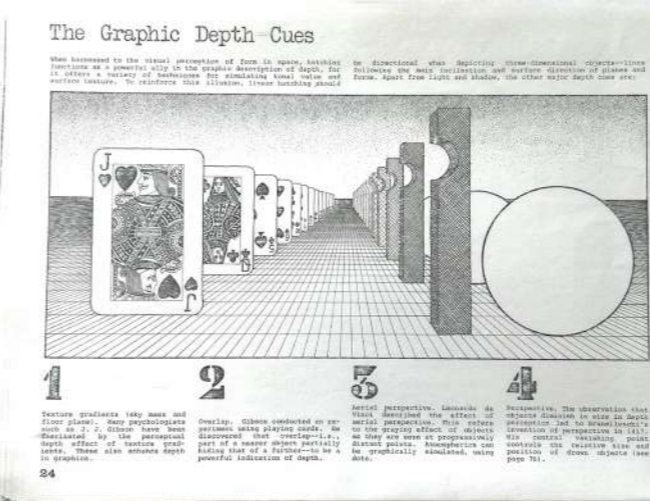
I am delighted to accept several large files containing slides, the course syllabus and notes together with images of student work. Before these are stored in the BDS files, which are at in the V&A Archives, we will convert the slides into C.D's as it will be very interesting to see the student project work.



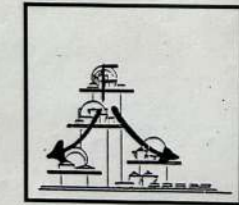
I studied the BDS 2-year course at Coventry Technical college and looking through the files from Soundwell brought back many happy memories. We covered everything from the basic key skills from product grouping through to design and planning, and these elements are still used today.
Iain Kimmins FBDS



F = Indicates the focal point of this grouping

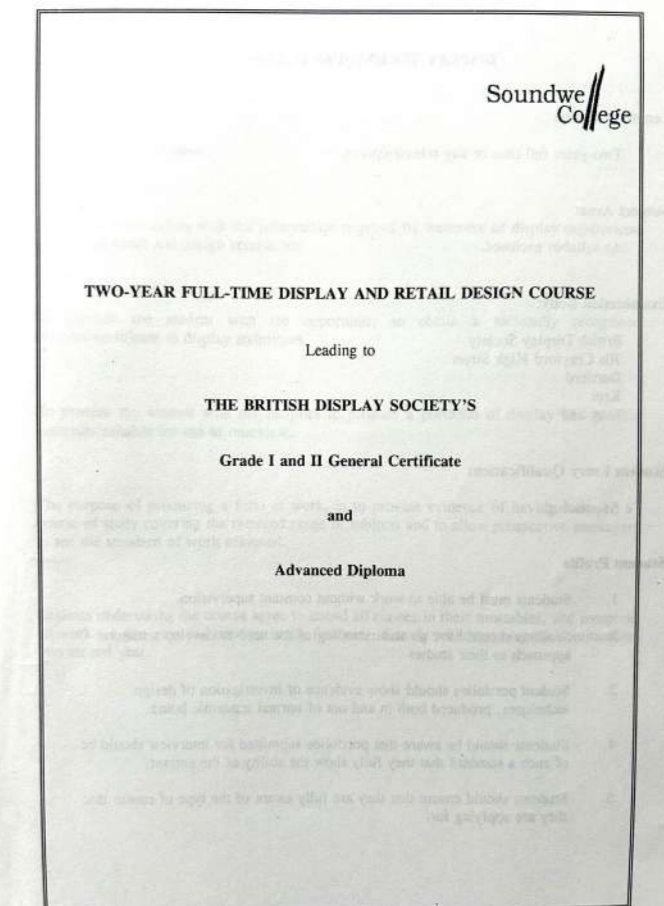
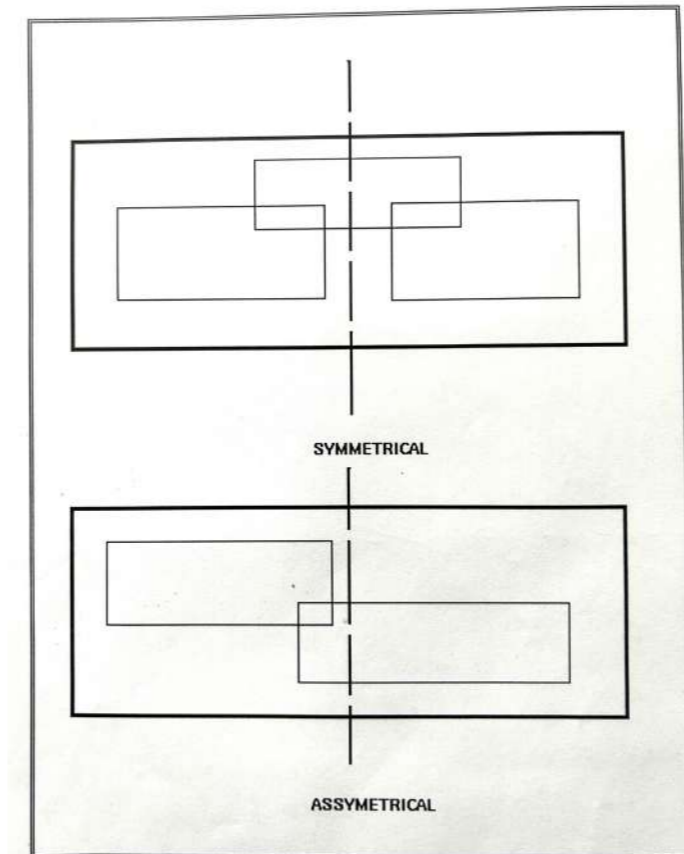
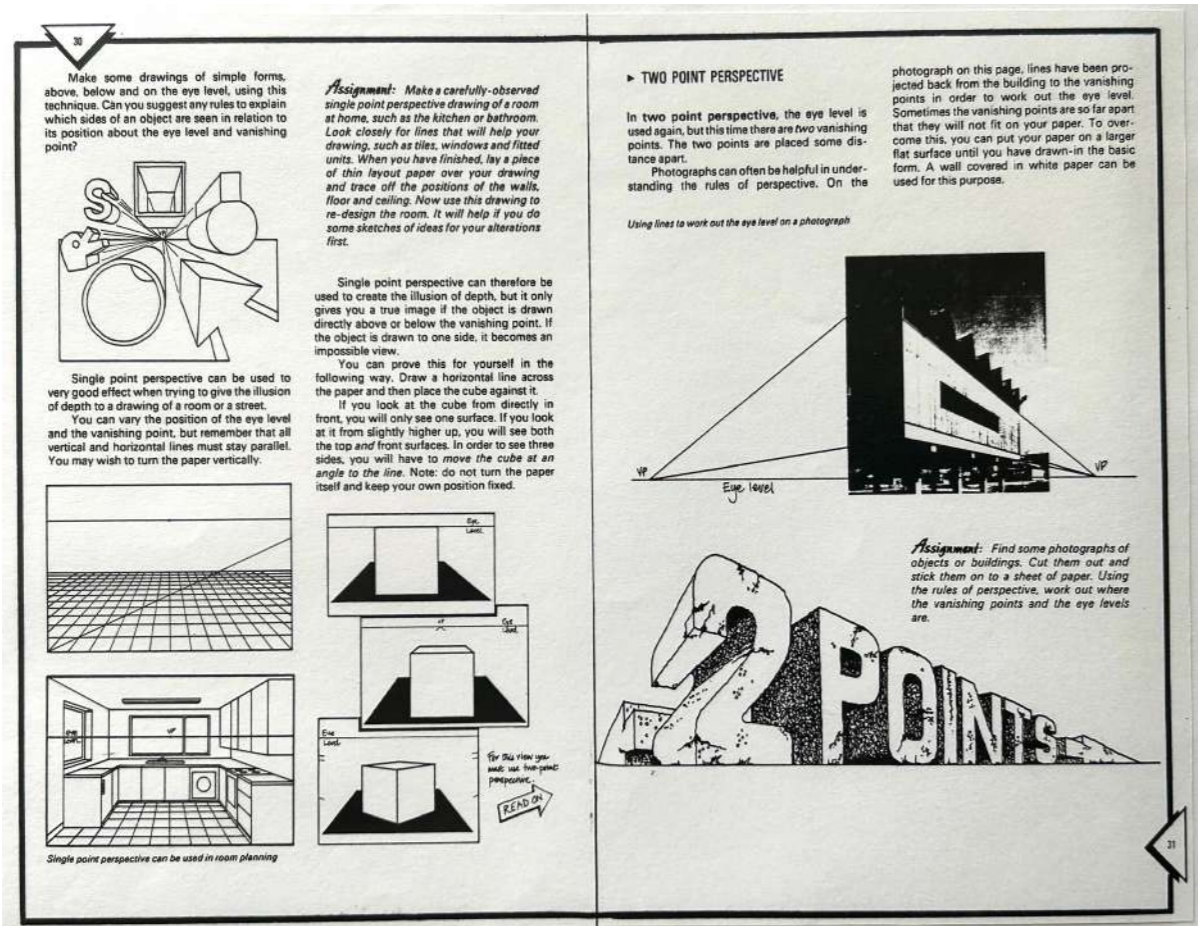


Grouping based on the triangular structure to give strength of line.



Lines of sight created by use of merchandise in groupings.

Soundwell College



Soundwell College
Bristol





ZAIDA DE LAS HERAS
VISUAL MERCHANDISING CONSULTING

Cartier, Dreamlike Adventure Campaign

As a seasoned specialist in the field of Visual Merchandising, I'm delighted to share my recent collaboration with Cartier during the festive holiday season. This year, I had the privilege of contributing to Cartier's Christmas Campaign, lending my expertise to enhance the presentation of their exquisite products.

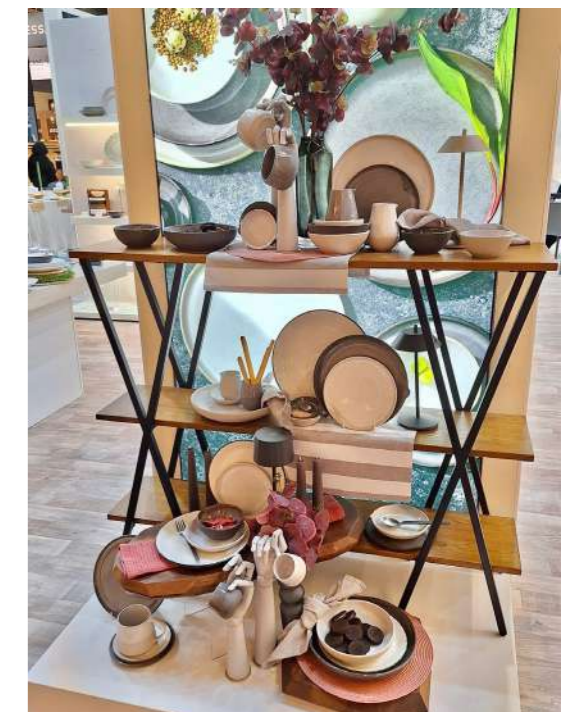
My role extended across various facets of Visual Merchandising, including product placement, window displays, and the conceptualization of storefronts in diverse establishments showcasing Cartier's products. I aimed to bring forth a captivating and immersive experience for customers, aligning with the brand's timeless elegance and sophistication.

The Maison Cartier and Publicis Luxe has launched a "dreamlike adventure" to celebrate the end of the year for us to reconnecting with the magical tales of winter.

This campaign showcases the Maison Cartier's iconic jewels, presented through 16 animated capsules and a collection of dreamlike images. We can see a re-imagined version of a Cartier boutique, inspired by the luxury brand's boutiques across the world, fly across various dreamlike landscapes. Whether it's at the top of a mountain, above the clouds, the Place Vendôme in Paris, flying over a frozen lake, gliding down a snowy slope surrounded by fireflies, crossing an ocean of clouds, or getting lost in the heart of a fairy light illuminated forest of Christmas trees, we follow it across a journey of enchantment and magic.

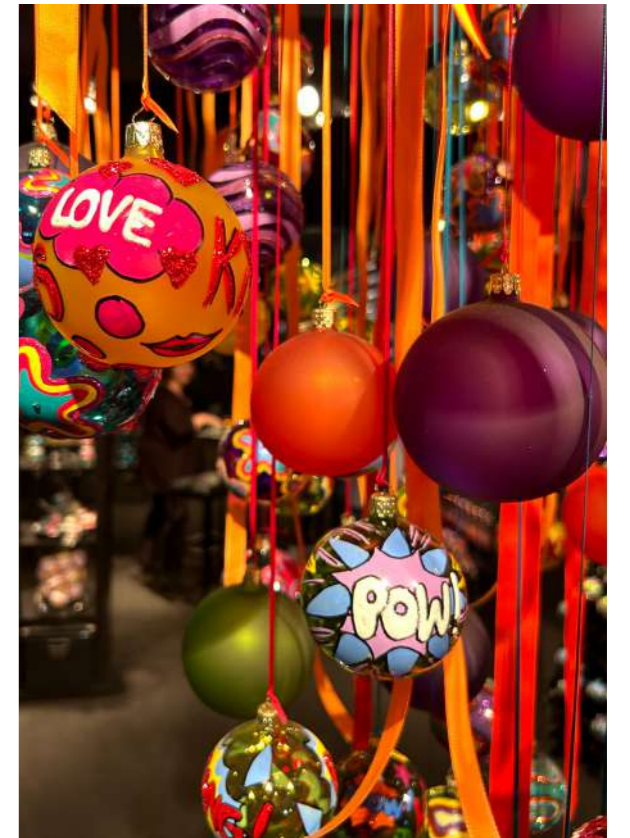


Highlights from the 2024 Ambiente Show in Frankfurt





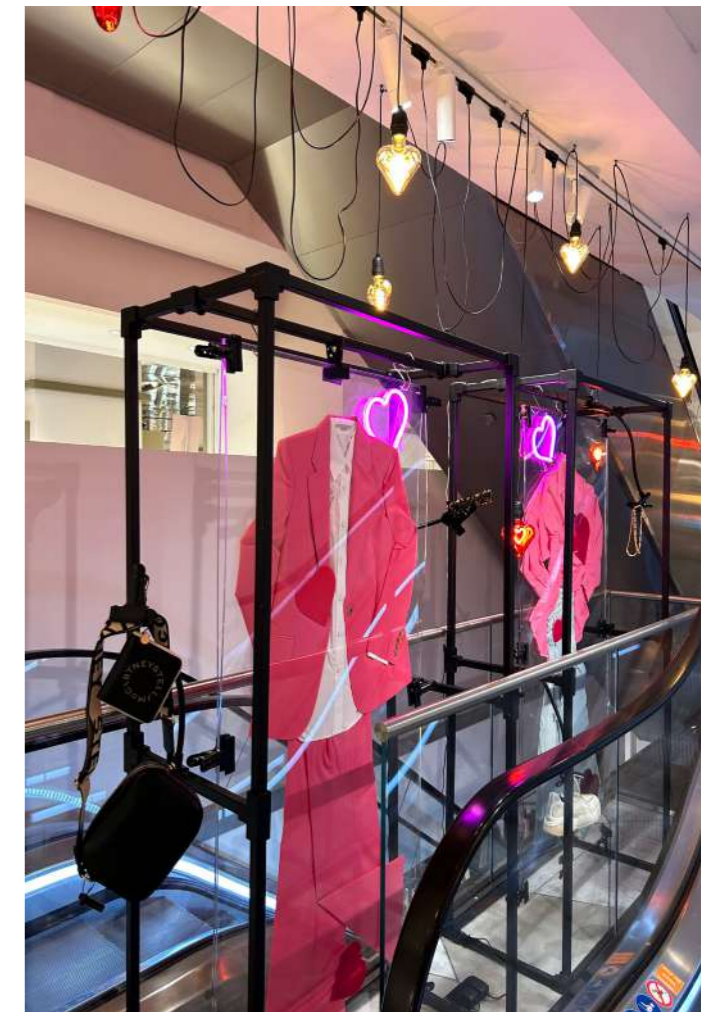
Highlights from Christmas World 2024 - Frankfurt



HARVEY NICHOLS

Valentines at the Flagship store of Harvey Nichols, Knightsbridge, London

Iain Kimmins FBDS



Valentines without a single rose or love heart!

The Creative Download VM team installed a Valentines concept with a twist!

Based on UK road signs it is certainly making people stop, look and chuckle to themselves as they read the signs.

This well-known independent pharmacy store (Petter Pharmacy) in Crouch End, London, is very popular with the local residents who are known affectionally as "Crouchenders".

"We receive a lot of superb feedback and comments from customers about the concepts we install!" says Iain of Creative Download." Iain continues to say, "Petter Pharmacy and their sister store Acorn Pharmacy in Berkhamsted have been clients for many years and it is great to work with an independent retailer who appreciates the benefits of having their windows dressed by a team of professionals"

www.creative-download.co.uk





Who needs fashion when you have duvets?

Such an eye-catching display of duvets at Peter Jones in Sloane Square, London.

Iain Kimmins FBDS



Paper Lounge



Visual merchandising is often thought about as being a product display, which leads to products being displayed.

What's inspiring about that?

Creating Moments of Magic, Lasting Memories, shared fun, imagined & unexpected experiences to drive instant or considered purchases. That's what we all need to be aiming for. Showing customers what value each item might add to their life.

Now that's inspiring!

Paper display furniture ... unexpected? Magical? Memorable? What a joy for any merchandising team to be able to work with something, that's truly different to the merchandising materials they usually have to work with. And then there's the impact on the viewer, the customer. They're always blown away!

The list of attributes that make Paper Lounge 'paper' display furniture such an ideal VM tool is long. We invite you to consider these just to begin with: cost effective in the extreme, it takes seconds to assemble (really!), fold away, or move. It always (see the photos!?) looks stunning. It's unexpectedly durable and can be re-used many times. It's modular, you can build all sorts of display structures with it, or create home, park, office, and resort lifestyle scenes.



Consumers today want help to 'see' products in their lives, their homes. They want to be shown how 'their' lives could look if only they owned this, or that. Buying 'stuff' has gone, VM has a whole new responsibility to consumers, VM experts must now work hard to help consumers imagine, remember, and most importantly 'feel' how life could be improved with the addition of this specific item. They want confirmation that it's not a frivolous purchase, it's a Necessary purchase.

Paper Lounge has enabled VM teams across the world to give of their best, be their most creative. It's fun to work with, can be integrated with existing furniture and props, it's probably the most adaptable display tool they've had to work with for years!

Paper Lounge is here to support your VM displays, to help you make them stand out from the crowd. Paper Lounge transcends the noisy sameness of your neighbours, providing colourful, exciting and above all else, Engaging scenes, works of art and pictures. Customers will want to jump right into them and immerse themselves in your story, hoping to make it theirs.

Paper Lounge display furniture brings fun, joy, and laughter to help you bring even more creativity to all that you do in your VM activities.

We can ship our furniture worldwide (it's comparatively cheap to, even New Zealand!) every item will concertina to a thin flat pack box, just like a piano accordion, in fact you'll look and feel like a musician playing an instrument when you find yourself working with it!

But it's not just for use in window & instore displays. Paper Lounge furniture looks awesome when used in event, gallery, museum, exhibition, and conference displays. In fact, It's very often been called upon to use as additional, temporary seating at indoor events.

What can Paper Lounge supply for use in VM?

Pillars, display tables, plinths, walls, trees, seats, beds, stools, and many other styles in a multitude of colours.

Surrounding this inadequate description of furniture that can revolutionise the appearance and engagement levels of Visual Merchandising you can see several examples of the high impact other VM Experts have created with Paper Lounge items.

Environmentally friendly, sustainable paper furniture, as strong and durable as other options. Mannequins will never have sat so comfortably before!

We even have a collection crafted from recycled materials, an eco-solution to meet your VM furnishing needs. The Paper Lounge 'Recycled Range' will satisfy those valuing both the environment and high aesthetic VM appeal.

At a time when retail consumers want experiences and stories that they can personalise; innovative, creative, new, unexpected, magical, and joyous displays are crucially important. From a design perspective, throughout 2024 & 2025 trending strongly as a texture and pattern are 'Ribbed' effects. This furniture meets all of these demands and will send visitors, consumers, friends, colleagues and the competition away happy and full of admiration for your work.

Get in touch and begin your Paper Lounge Adventure into Visual Merchandising Excellence.



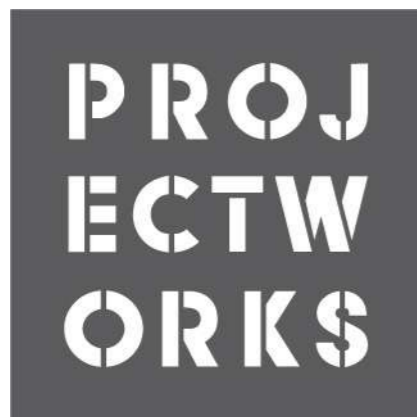
PW\$HOP



PWSHOP.LONDON

Welcome to PW Shop by Projectworks London, our innovative B2B platform offering meticulously crafted props, window elements, packaging, and display items. Unique to PW Shop is its feature allowing clients to create detailed briefs, enhancing customisation and project personalisation.

This streamlined platform facilitates efficient project inquiries through integrated forms, departing from the one-size-fits-all model. PW Shop empowers B2B clients to align their briefs with project goals, incorporating pricing examples for informed decision-making. It reflects Projectworks London's commitment to redefining B2B enquiry processes, delivering exceptional, sustainable, handcrafted solutions with a modern, interactive web experience.



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



Come and say



*and join the BDS
Stand B4a*

**Come along and say 'Hi' to the
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We are also holding a VM Student Competition where our Centres of Excellence colleges will showcase their talents. Come and look!



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do stuff



make stuff

RETAIL VISUAL MERCHANDISING & DISPLAY SHOW



NEXT LEVEL FEATURES



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CREATIVE NETWORK

GRADUATE CHALLENGE

WORKSHOPS + CONFERENCES

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

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

SECURE YOUR PLACE WITH THE INDUSTRY BY EXHIBITING AT THE 2024 VM AND DISPLAY SHOW. LIMITED SPACE AVAILABLE!

Showcase your company's creativity, craftsmanship, and cutting-edge solutions that will captivate visitors and leave a lasting impression. Don't miss out on this exceptional opportunity to elevate your brand, expand your network, and establish valuable business connections.

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DISPLAYS

Displays for shoes, bags, wallets, belts, key chains, hats and caps, jewelry, accessories and more.

SCENOGRAPHY

Execution of projects for special dates such as Mother's Day, Valentine's Day, Black Friday, Christmas and all other commemorative dates.

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25% OFF FOR BDS MEMBERS

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USE CODE: BDS25OFF BY 28TH FEBRUARY

T&C'S APPLY - PLEASE SEE WEBSITE FOR DETAILS

Serious about winning

The Creative Retail Awards are much more than a mere accolade; they represent a pinnacle of achievement in the retail industry. Garnering a nomination or winning one of these awards is a testament to innovation, excellence, and leadership.

Submit your entries into our expertly curated categories by the deadline of 31st March 2024.

www.creativeretailawards.com



Retail Experience & VM Day

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

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

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

Further details

Costs per person are £250

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

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

Register your interest

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



A Retail Experience & VM Day will cover the following topics:

- Window display
- The Customer Journey
- How retail staff interact with customers
- Pricing and sizing
- Outfit combinations
- Promotions and offers
- Display stands & mannequins
- How retailers upsell
- How colours are used
- Changing rooms
- The importance of music and how it effects our shopping





- MDN can create and then deliver a strong brand identity for our clients through supporting our creative ideas with a professional experienced deliver team.
- Our team utilise core visual merchandising strategies to bring retail spaces to life, drive sales into the business and ultimately deliver an outstanding customer experience.
- We provide our clients with a more personal hands on approach whilst being able to maintain standards and consistency across multi national brands.



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Please contact: Michelle de Neys
michelle@mdn-vm.co.uk

www.mdndisplayanddesign.co.uk



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- Network with other Corporate Members.
- Opportunity to join the BDS Leadership Team
- Free advertising and articles for promotion in the VM Spotlight magazine - circulation of 1.9m readers
- Opportunity for your directors and staff to apply for Individual Membership.
- Additional free advertising on BDS social media

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Full information www.britishdisplaysociety.co.uk

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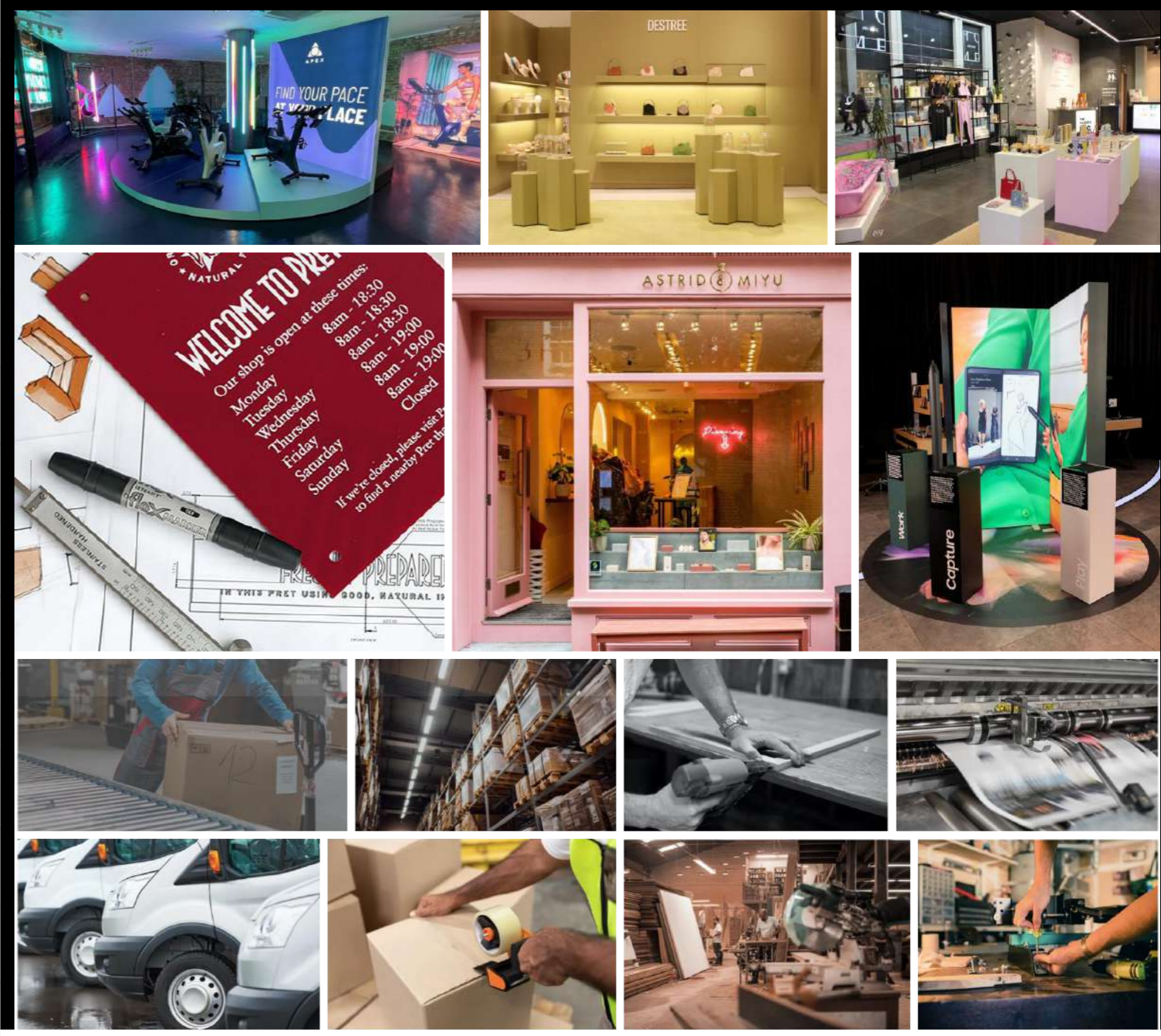
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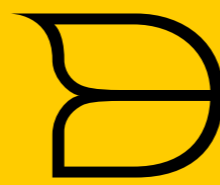




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DISPLAYS

SCENOGRAPHY

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DISPLAY STYLE

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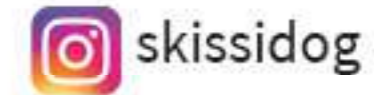
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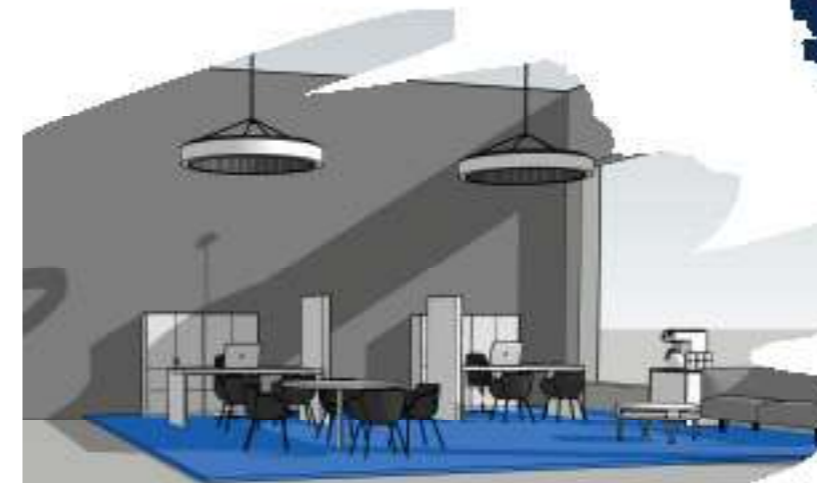
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WINDOW DISPLAYS



STORE DESIGN



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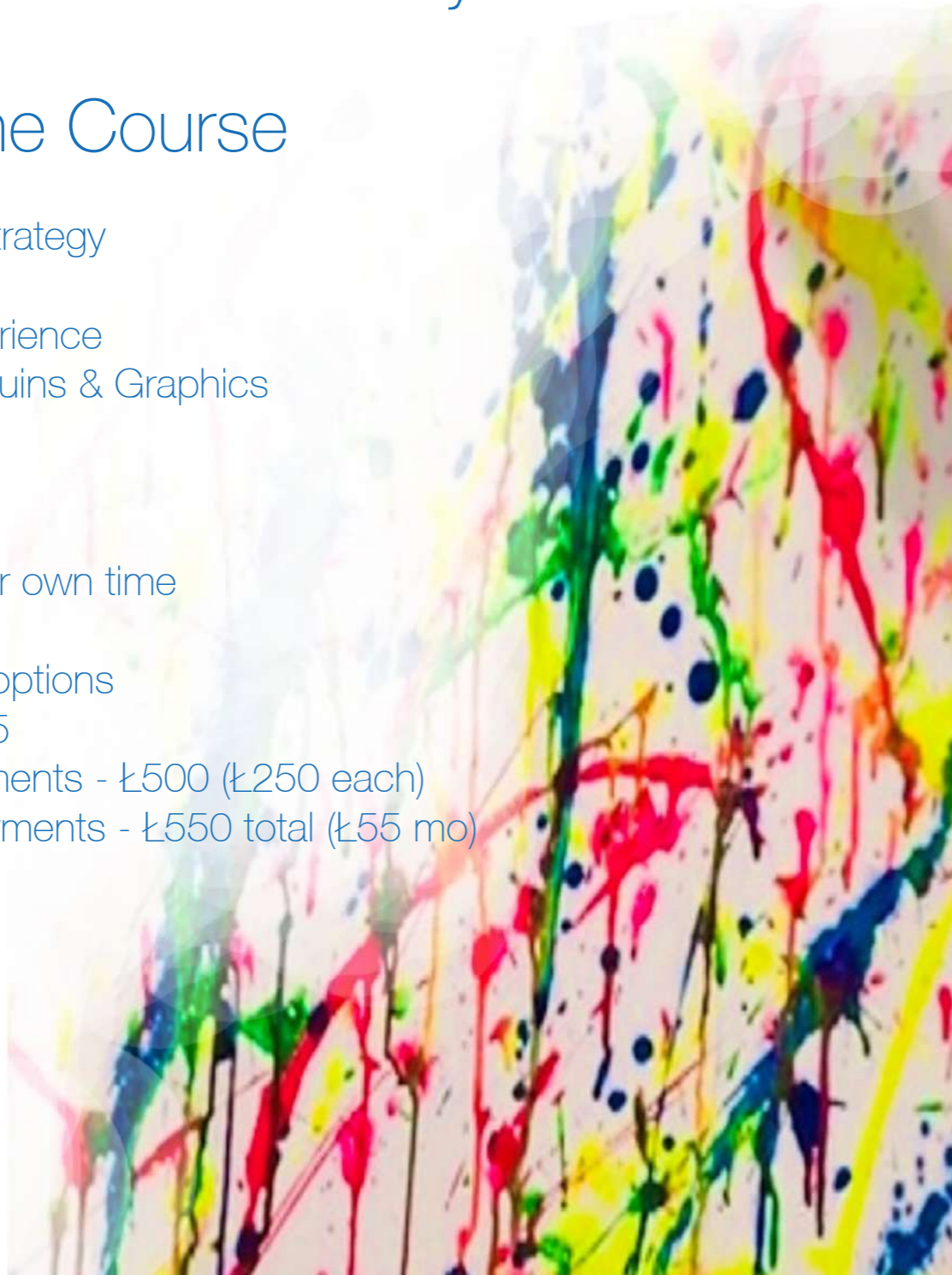
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- Listing on the BDS website for Freelance work.
- Opportunity to join the BDS Leadership Team.
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Includes:

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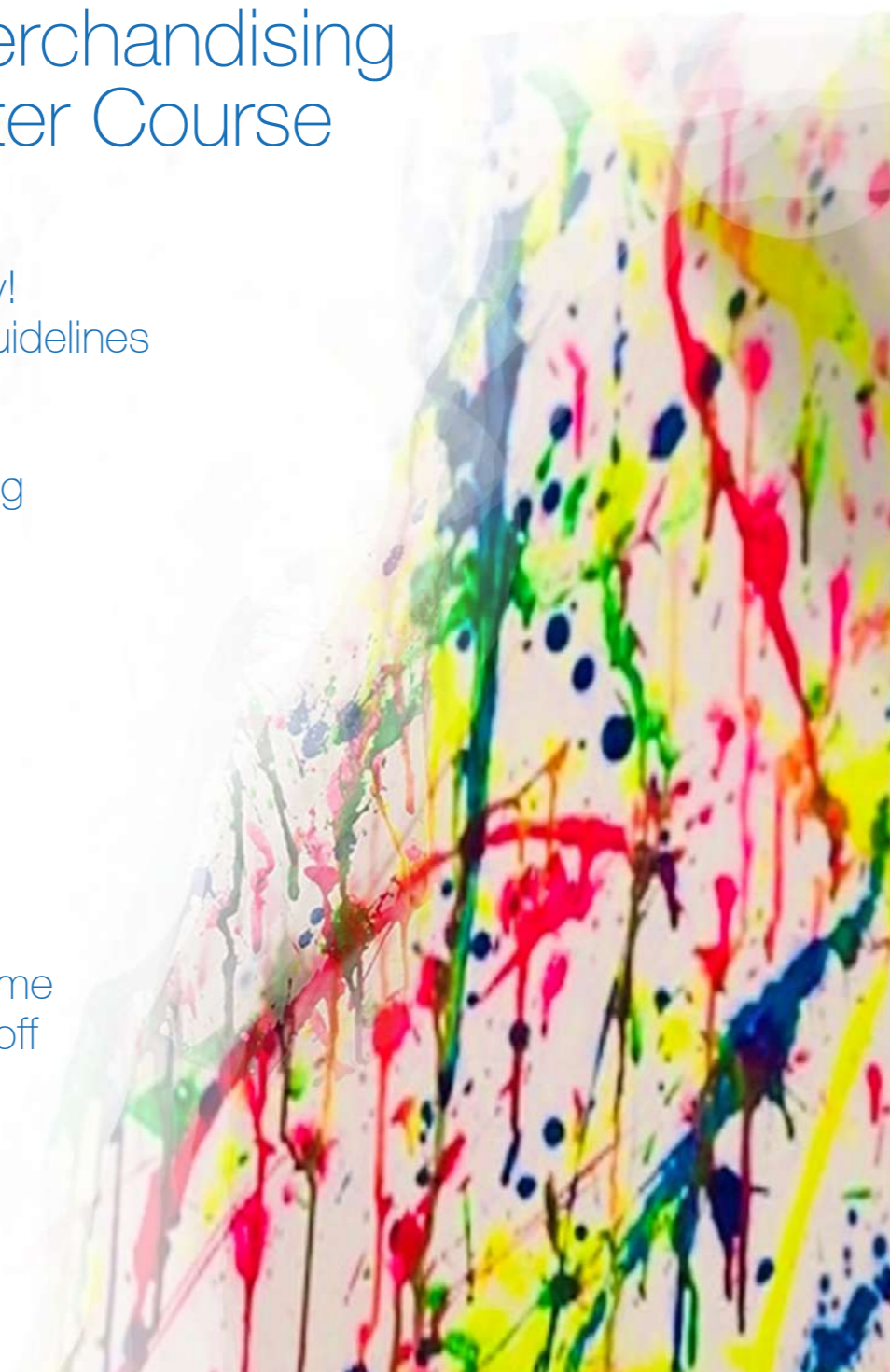
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Kat MacLennan FBDS

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Krishna Antolin ABDS

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Jane Le Bon Creative
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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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emailed 25/10/23 for info again

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Meet The BDS Leadership Team

The BDS Leadership Team comprises of experienced Visual Merchandising professionals and experts in the industry, who also volunteer their time to manage the BDS. It is their passion and enthusiasm for VM and Store Presentation that drives the industry to maintain standards and ensure Visual Merchandising is not a dying art.



Director & Chair
Iain Kimmins FBDS

Visual Merchandising
Consultant



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

VM & Store Design Consultant



Director and BDS Tutor
Barbara Chapman
FBDS

Creative VM Consultant &
Stylist & Lecturer.



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Liz Johnston FBDS

VM Stylist



Assistant Treasurer
Nigel Fisher FBDS

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Helen Goodwin FBDS

Visual Stylist, Creative, and
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**Edward Stammers MA,
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Kat MacLennan FBDS

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