



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

Pictured here with Liliana Scibetta - Programme Manager (BA (Hons), PGCE, Honorary Fellow BDS) BA (Hons) Visual Merchandising, Styling and Promotion (Top Up) Creative Enterprise Foundation Degree “

Welcome

A last, summer has arrived, we have some warm weather! Long may it continue.

Our BDS Centres of Excellence have all now completed their exam work and we are delighted to display some of their work. Such great new talent entering the industry, we congratulate the colleges and all the students, good luck with your careers, we know you have a bright future.

At the time of writing, the judging for the BDS Centre of Excellence End of Year student competition judging had just commences. The BDS awards Gold, Silver and Bronze medals to each college and then an overall Gold, Silver and Bronze medal. These medals and certificates add to students' portfolios as they enter the workplace. We will let you know the results in our next edition!

Other articles included cover work from our members from the UK to Dubai and Nigeria. We have a diverse and international membership who all provide an interesting insight to work both in the UK and abroad – enjoy their articles.

Don't forget to send in your own work. Take the opportunity to show-case your skills. BDS membership, either for individuals or Corporates, allows free articles and adverts in the VM Spotlight, so if you are not a member hurry to our website and apply for membership. The British Display Society - [Join the BDS](#)

The BDS Team

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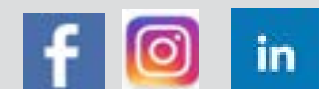
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Student Work from BDS Centre of Excellence TU Dublin



Elizabeth O'Kelly

Project 1

Title: The Sun

I designed a window installation for Arnotts in Dublin during my final year, which I created using Sketchup, V-Ray, and Adobe Illustrator. My inspiration came from the WGSN S/S24 trends “Bohemian Alchemist,” “Acid Retro,” and “Digital Dune.” These trends inspired me to create a bold and exciting window installation. The inspiration for my installation came from a tarot card design that I discovered during my S/S24 research. The Sun tarot card explores elements of astrology and spirituality with retro psychedelic themes and colours. In my installation, I brought “The Sun” card to life in a playful and bright setting, using foam board cut-outs to create layers and forced perspective to create depth in the narrow space. I also used a gold holographic vinyl on the edges of the sand dunes and sunrays to give the effect of light and reflection.

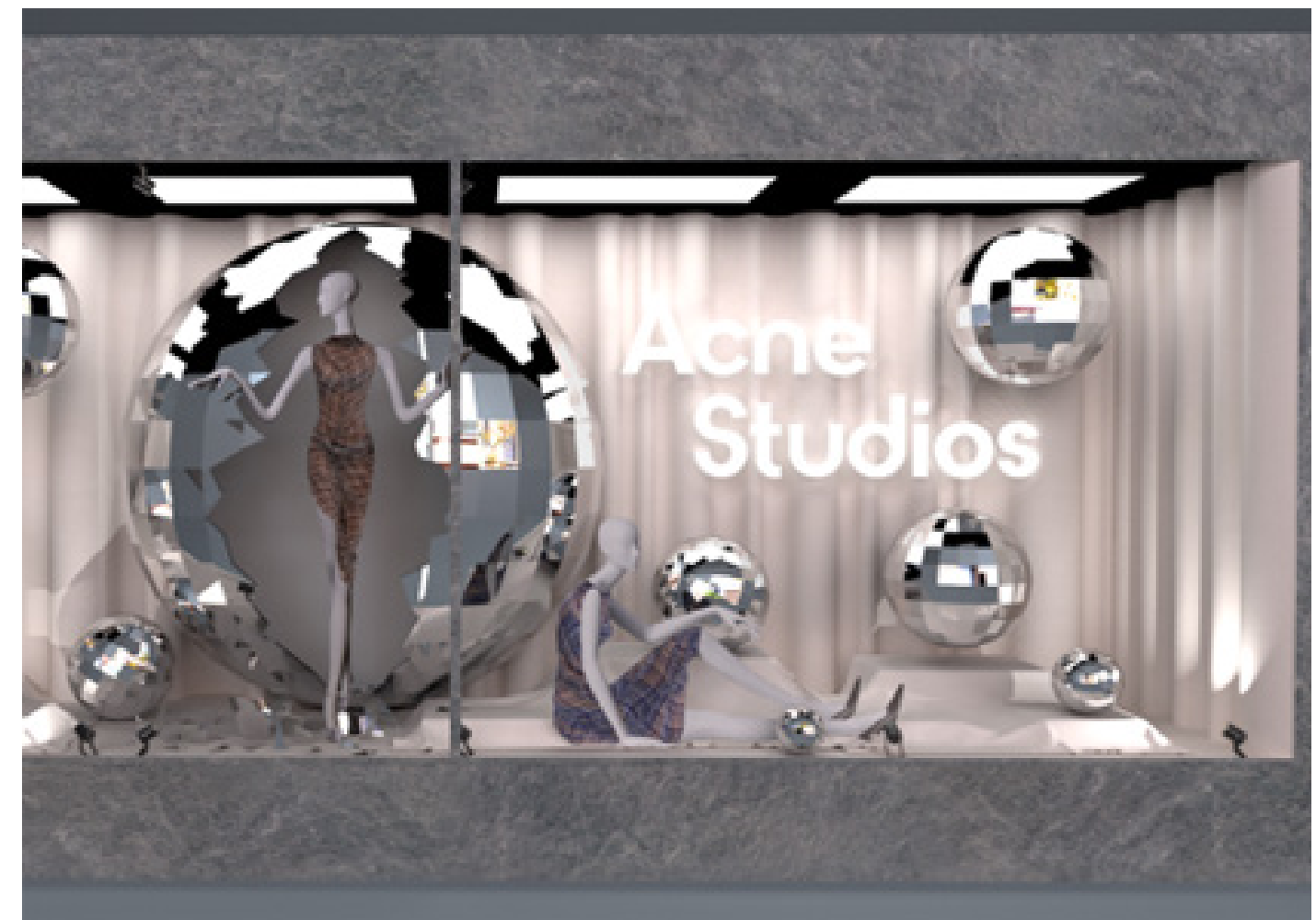


Project 2

Title: Reflective Shards

Acne Studios typically has simple window designs; I wanted to challenge this because of the recent change in creative direction within Acne Studios. For my chosen window concept, I was heavily influenced by the Acne Studios SS24 runway design. The runway featured a giant disco ball in cement and plaster tones crashed into the corner of the neutral-hued fashion set design, spilling its reflective shards on the floor, and mirroring its surroundings through its broken pieces. The sharp contrast between the reflective broken disco balls and the soft beige surroundings created a dramatic effect.

This design captures the essence of late-night freedom, embodying the notion of losing oneself in time and inhibitions within a particular environment. A shattered disco ball symbolizes the liberating sensation experienced on dance floors, while subtle furnishings provide a sanctuary for contemplation and relaxation, the dichotomy.



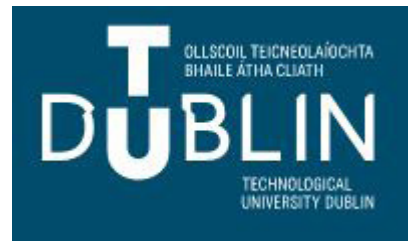
Evan Kelly

Project 1

Title: “Santorini Sunrays” - Brown

Inspired by WGSN s/s 24 trend “Joyful Nautical”

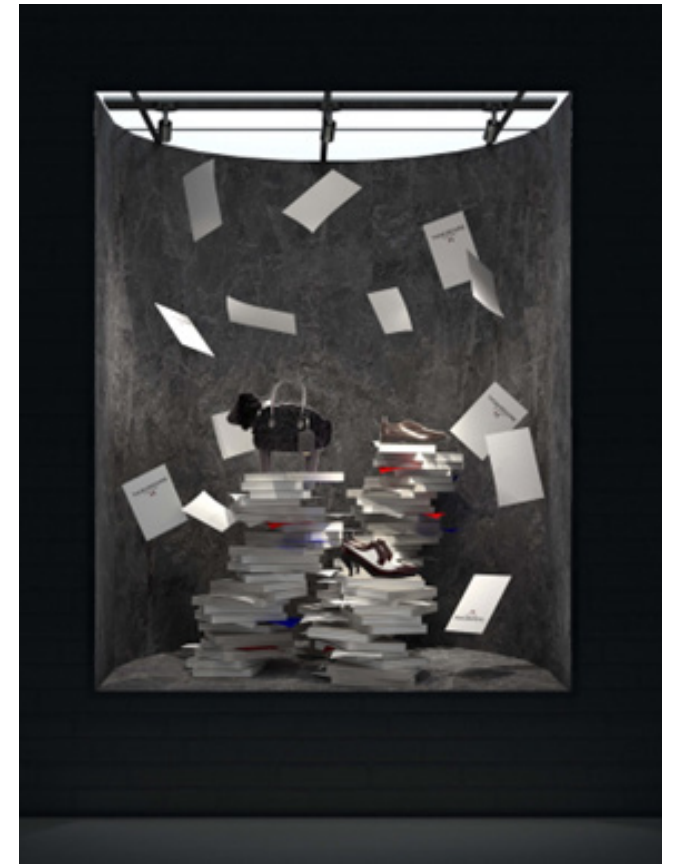
For my final exhibition, I conceptualised an immersive and visually appealing display that draws inspiration from the smooth and curved architectural design of Santorini, Greece. To create the display, I hand-sculpted polyurethane and incorporated flexible LED lighting strips. I then mixed sand and paint to add texture and depth to the design and hand applied it to the sculpture. To intensify the overall design, I designed scenes inspired by cubist art and used them for the vinyl application on the walls. This helped to create an illusion of depth and added to the overall immersive experience.



Project 2

Title: Thom Browne “Office Madness”

The Thom Browne SS24 window installation design is a visual feast. I've taken the Mid-Century sleek office style, a prominent feature of Thom Browne stores and styling, and given it a unique twist. The theme of 'office madness' is brought to life in a way that's unmistakably Thom Browne. The scene is a bustling office space, with logo-branded paper swirling, tall stacks of the Thom Browne 20th anniversary book teetering, and bookmarks in the brand's signature colours adding a whimsical touch. The mannequins, dressed in signature S/S 24 tweed and tailored suiting, are placed asymmetrically, adding to the dynamic feel. Suspended pages create movement and an eye-catching display, drawing the viewer into Thom Browne's chaotic world.





Hannah Foley

Title: Immersive Fusion

My final year project involved designing a display for Avoca's Suffolk Street store. I drew inspiration from their Rathborn collection, a series of diffusers and candles that beautifully capture the essence of the Irish Landscape. To recreate this, I carefully selected a purple colour palette from the collection, adding an iridescent colour for a modern twist. This thoughtful choice was in line with the packaging, which features a 2D drawing of mountains. I recreated this drawing in the window space, designing the mountains to fit into a cave-like shape for depth and interest.



Holly Mei Kai Fong

Title: Fuzzy Knots

The Avoca Weaving Mill served as inspiration for my major endeavour. The company is commemorating 300 years of weaving since 1723 in the mill in Wicklow, Ireland, therefore this year is quite important. The skeins of yarn used to create the traditional blankets and scarves in the Avoca Mill Collection inspired my vision of the mill, and I wanted to create a deconstructed version of it.



Leah Fahy

Project 1 Title: Fabricated Ocean

The final window installation, 'Fabricated Ocean,' was installed in Kilkenny Design. Voya, an Irish seaweed-based wellness brand, influenced the design. The oceanic forms were created in various textiles to emulate the effects of the Atlantic Ocean and seaweed, which is at the brand's core.

Large-scale, abstract multi-media sculpture were created using manipulated fabric. Each piece of fabric is manipulated using various methods to resemble different textures found in the ocean. I used polyurethane foam to create plinths in organic, abstract shapes wrapped with rope and cord to create seaweed designs. The plinths display my products in an eye-catching, effective way, utilising the core principles of visual merchandising.



Project 2 Title: Loewe - A New Perspective

'A New Perspective' is inspired by distorted perspectives, one of Loewe's SS24 collection and runway trends. Elements of the show included ultra high-waisted pants meant to make the viewer feel as if they were viewing the collection from a low angle or through a fish-eye lens. Lynda Benglis' large-scale sculptures are used in the runway space, dwarfing the models. To bring the collection's simplistic surrealism to life, I embarked on a unique creative journey. I crafted a 5m tall, 2m wide mannequin and strategically positioned it in front of buildings. This setup, utilizing a 3-point perspective, was designed to amplify the perceived distortion. The buildings themselves were adorned with posters and billboards, and Loewe's quadruple-L anagram, which was made from the same material as the sculptures by Lynda Benglis featured in the SS24 women's runway.





Roisin O'Connor

Major Project Installation Kildare Village - Bicester.

Title: Sense Of Times: A Trope Influenced Landscape.

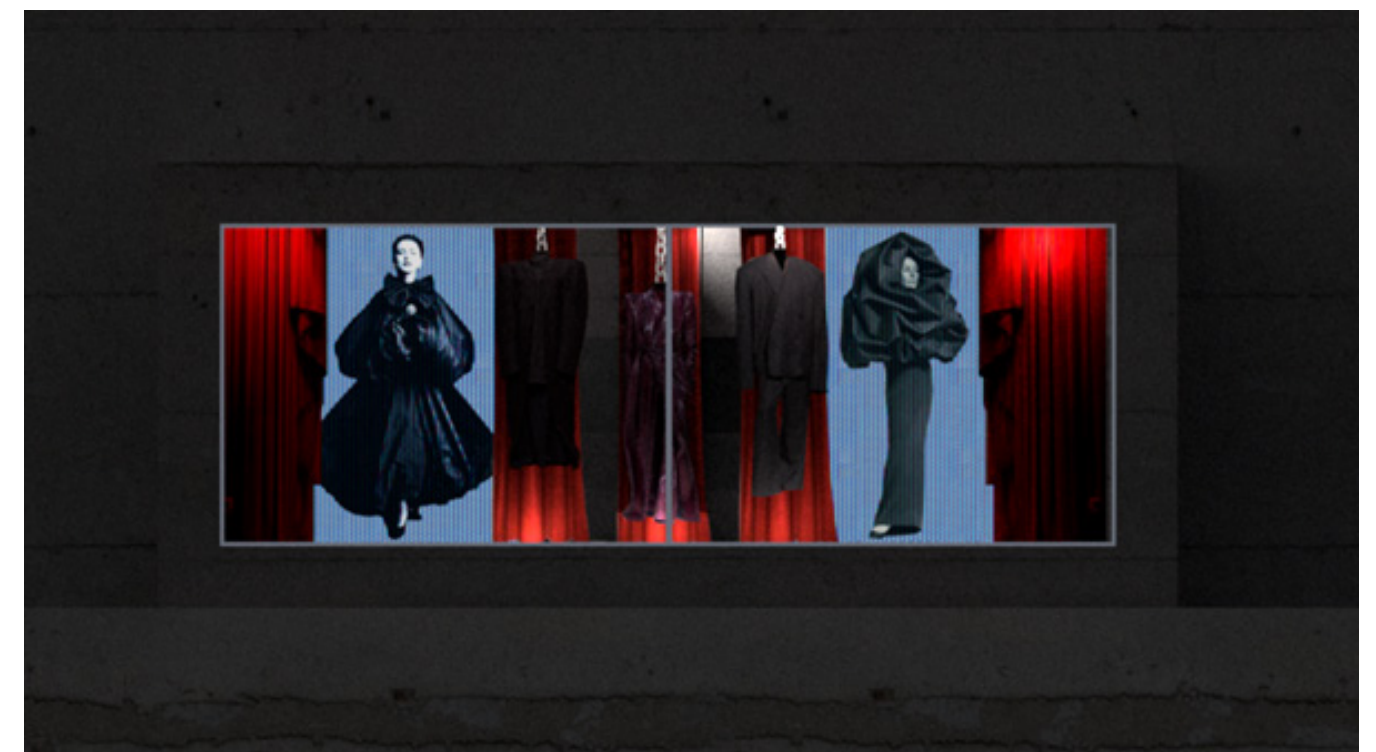
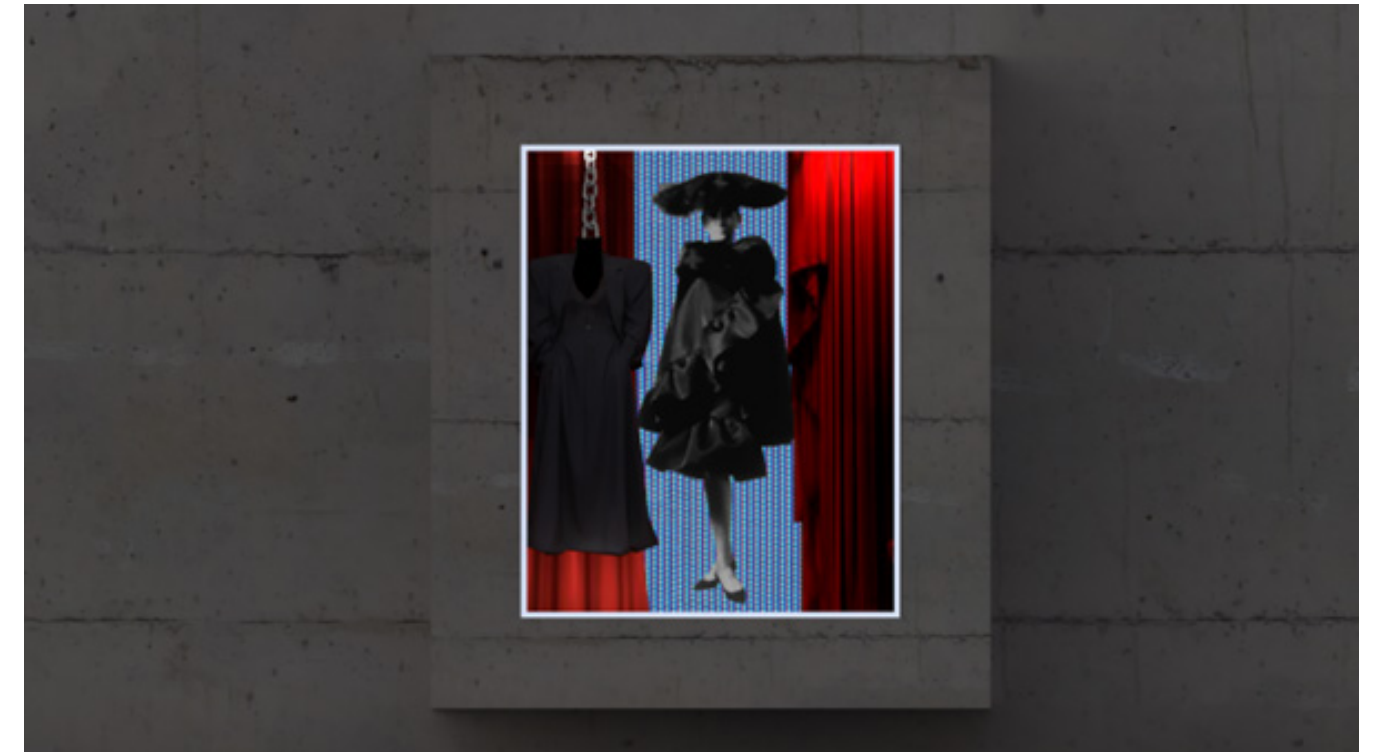
I'm Roisin, a passionate final year student at Technological University Dublin, where I've been studying the art of visual merchandising. With a keen eye for design and a love for storytelling through visuals and fashion styling I created a captivating display that not only catches the eye but also evokes conversation and sparks curiosity. My display is inspired by the intersection of nature and reality. Drawing inspiration from the WGSN macro trend Sense -Scapes I created a display which mimics the sea and how natural and artificial influences are being combined to create bold and surprising design solutions that invites viewers to contemplate the relationship between the natural world and our modern lives. Using a mix of sustainable materials and innovative lighting, I've brought this concept to life in a way that's both visually interesting and thought-provoking. As I prepare to graduate and embark on the next chapter of my journey in the world of visual merchandising, I'm excited to continue pushing the boundaries of creativity and exploring new ways to captivate audiences with my designs.



Project 2

Title: Balenciaga Flagship Store Window

If I were the Creative Director for Balenciaga, here is a Sketchup model of what I would design as a flagship store. My design is a juxtaposition of the old versus new Balenciaga. The background showcases some of Balenciaga's first designs in the 1950s, displayed on light-up TV screens on the back wall. These designs, while classic, are just the beginning. The A/W collection is displayed on hanging modern industrial-style mannequin busts against red velvet curtains, capturing Balenciaga's surprising design ideas and showcasing the brand's evolution. These new designs, with their innovative approach, are sure to captivate and intrigue our audience.



Sophie McAuliffe Grogan

Project 1

Title: Serene Futurism

My final installation was in Dunnes Stores St. Stephens Green, inspired by the WGSN S/S24 trend “Sense scape.” The creative inspiration was connecting traditional fabrics with a futuristic essence, showcasing lingerie in a new way. It was an exploration of how natural and artificial influences are being combined to create bold and surprising design solutions. I used holographic fabric to create a sense of melting and structuring both fabrics simultaneously. I symbolically styled the lingerie, introducing a glimmer of jewellery to connect with the holographic fabric, and the lingerie was the focal point.



Project 2

Title: Pearlescent

Fashion and Branding project: I took on the role of creative director for Simone Rocha, deeply moved by the femininity in her designs. The inspiration for the window design was Rocha’s S/S 24 collection, a masterful display of pearls. I carefully crafted big and small pearls, ensuring they were a prominent feature while maintaining a connection to her primary colour, baby pink. To highlight the versatility of Rocha’s designs, I dressed the mannequin in a black dress, a stark contrast that underscores their gender neutrality. All of this was meticulously created using Sketch-up and V-ray.





Victor Igweze

Gander has always been a personal project that I've wanted to release, now is the time. As visual merchandisers, we have put ourselves in a box to primarily window displays, but our skills are much broader. Times are changing, and that is something I aimed to show with this project.

Influenced by the WGSN S/S 24's Sense scape sub trends: Bubble-gum and Synaesthesia. Bubble-gum, encompasses organic shapes, jelly-like forms, and patterns, equally Synaesthesia encompasses shapes, colours, and textures; these were the perfect fit for the brand.

To synthesise "Ganders" ethos, merging the physical with the digital, I created the organic look using expanding foam, mirrored Perspex, spray paint, insulation foam, and card. The digital was born using Procreate (Digital Illustration), Adobe After Effects (Visual effects/motion graphics), and Clo3d (Digital Fashion Design). I created a physical space to embody Gander. The ambience was exactly right. Visual Merchandising is not just window display.



Zhen Gao

Project 1

Title: Blooming Nature

My final-year window installation, “Blooming Nature,” was designed for Kilkenny Design. The design was based on an Irish artist, Karen Wilson. Celebrating the creation of art and design, the design is also inspired by “Creative Confidence,” the WGSN trend. To embrace and expand the focus of nature within the artwork. A wild meadow, grasses, and 3D daisies made of crepe paper were hand-created. The canvas backdrop was curated and hand-painted to mirror the artist’s work. The scene exaggerates to create the illusion of turning the artist’s work into reality and brings attention to the craft-making world. The psychology of display is to create a scene where you are drawn in by the window theatre, and then the eye focuses on the product, where, indeed, you are teased to focus your attention on the artwork itself. This is, in turn, is, “Creative Confidence”



Project 2

Title: MIU MIU’s POP World

For my Fashion & Branding project, I designed a window for “MIU MIU.” My design concept is inspired by the POP Art movement linked with the WGSN trend forecast “Creative Confidence”. MIU’s design inspirations are influenced by many art cultures and heritage. Andy Warhol and Yayoi Kusama inspired my interest in pop art with the S/S 24 trend of Creative Confidence to design a contemporary installation. I was inspired to create a window display with a modern twist while keeping in mind MIU’s whimsical spirit. The research champions embracing individualism and a sense of self. Coloured shapes and patterns blend with expressive and nostalgic bright and natural tones to create a sense of luxury and a youthful, interactive pop art display.



Project 1

Title: Custom Fit

The inspiration for the “Custom Fit” installation in Dunne’s stores was designers making high-quality clothing for the Savida brand. The story recreates a scene at a designer showroom where a client is wearing the final creation. The background mimics that of a sea of fabric bails as a flower wall, each circle was hand-made from MDF and pink and blue silk fabrics and paper. The mannequin is custom-fitted with her new Savida “Custom fit” Suit. The tailor-dress dummies with the outline of the suits from the collection add to the designer studio’s theatre. I designed the Savido logo to reflect a dressmaker’s tape.



Student Work from BDS Centre of Excellence Hugh Baird



The British Display Society was delighted to attend the End of Term student Visual Merchandising & Promotional Design exhibition at Hugh Baird College in Liverpool.

Hugh Baird has been a “Centre of Excellence” college for many years and we are thrilled with the courses on offer to those students entering this great Industry and their commitment and loyalty to The British Display Society.

As Chair, I was asked to be one of the judges for this exhibition together with Gill Segar from Icatcha Design & Display (BDS Corporate Member) and Colette Tritschler Interior Stylist.

Visual Merchandising & Promotional Design Year 2 – Level 5



Student: Caprice Lavender

Hugh Baird
COLLEGE



Student: Lillie Scott



Student: Chelsea Rowlands

Hugh Baird
COLLEGE

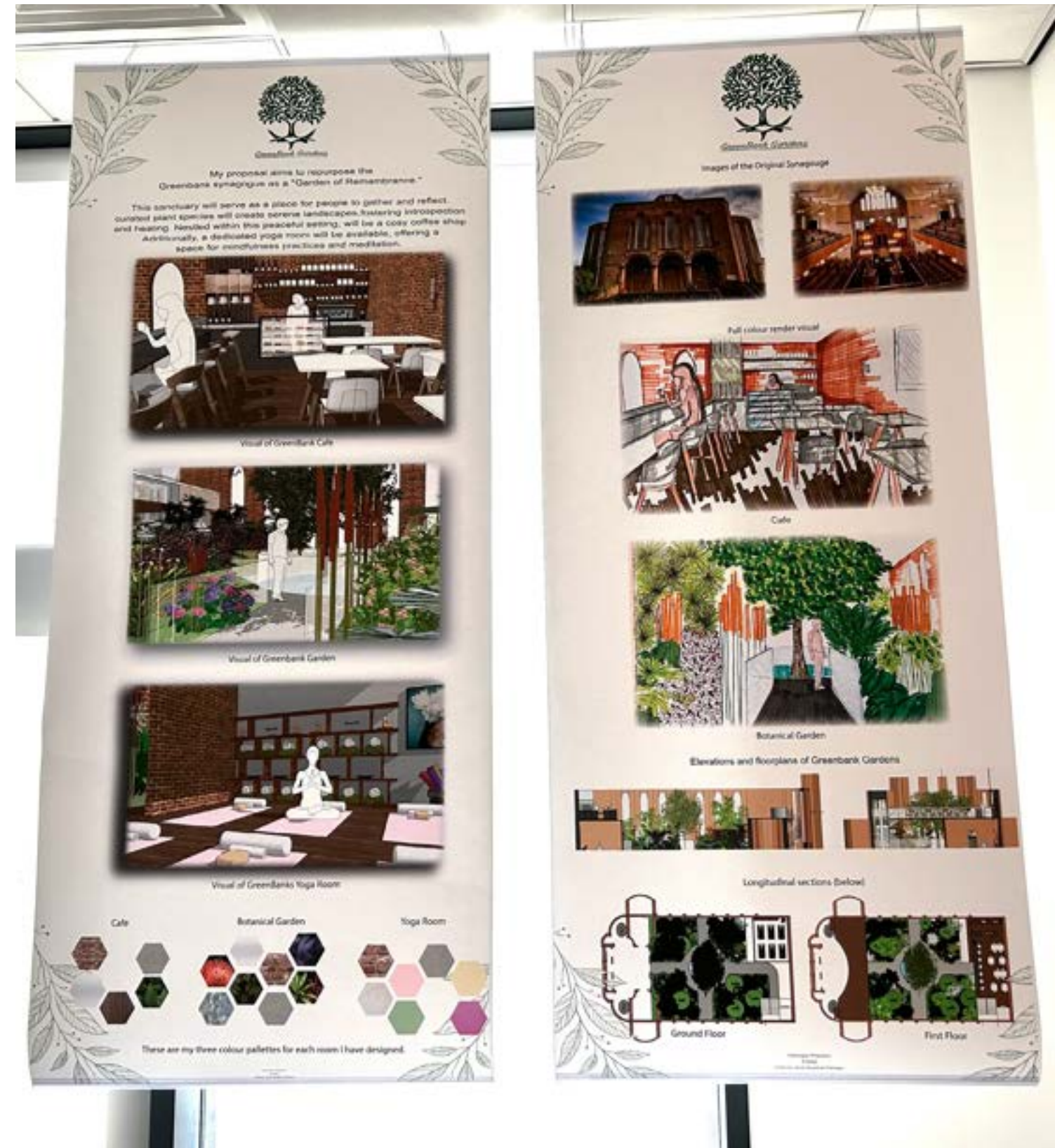


Student: Chris Ingram





Student: Nia Harvey with Beavan's Barking Bliss Hotel.
Beavan's Barking Bliss Hotel will be a holistic Haven for your dogs. Focusing on the physical, mental and social aspects for dogs.



Student Georgia Preston with Greenbank Gardens.
The proposal aims to repurpose the Greenbank Synagogue as a Garden of Remembrance

Visual Merchandising & Promotional Design

Leigh Brown - Frayed



Ashleigh Donnelley - Colour Clash



Chloe Farrell - Scrub



Annmarie Henderson with Luxe Light





The BDS last saw Chelsea and Lillie at the VM & Display Show in April as they competed in the student competition and won the Runner Up prize with their entry of White Hot Summer.



The judges were delighted to award the following students with their Winners Certificates.



Chloe Farrell - Scrub



Georgia Preston
- Greenbank Gardens



Caprice Lavender - Harmonie



A big thank you to the staff at Hugh Baird for the invitation and their hard work and dedication in helping support and promote the VM industry.

Thank you to: Colette Mawdsley, Peter Taylor and Jo Machell, not forgetting Gill Segar and Colette Tritschler with the judging.

Iain Kimmins FBDS



Ella Harrison & Alice Nelson
'Step Into Summer'



Bella Hussey
'Hot Summer'





Elodie Woolhouse
'Faffdesigns Exhibition'



Tamsin Shattock
'Personal Stories'





Charlotte Backler
'Growing Sustainably with Superdry'



Lucy Chamberlain
Waste Not Want Not



Winners of the BDS Centre of Excellence Student Team Competition at the VM Show 2024
Jude Geraghty and Wictoria Markiewicz from Hertford Regional College

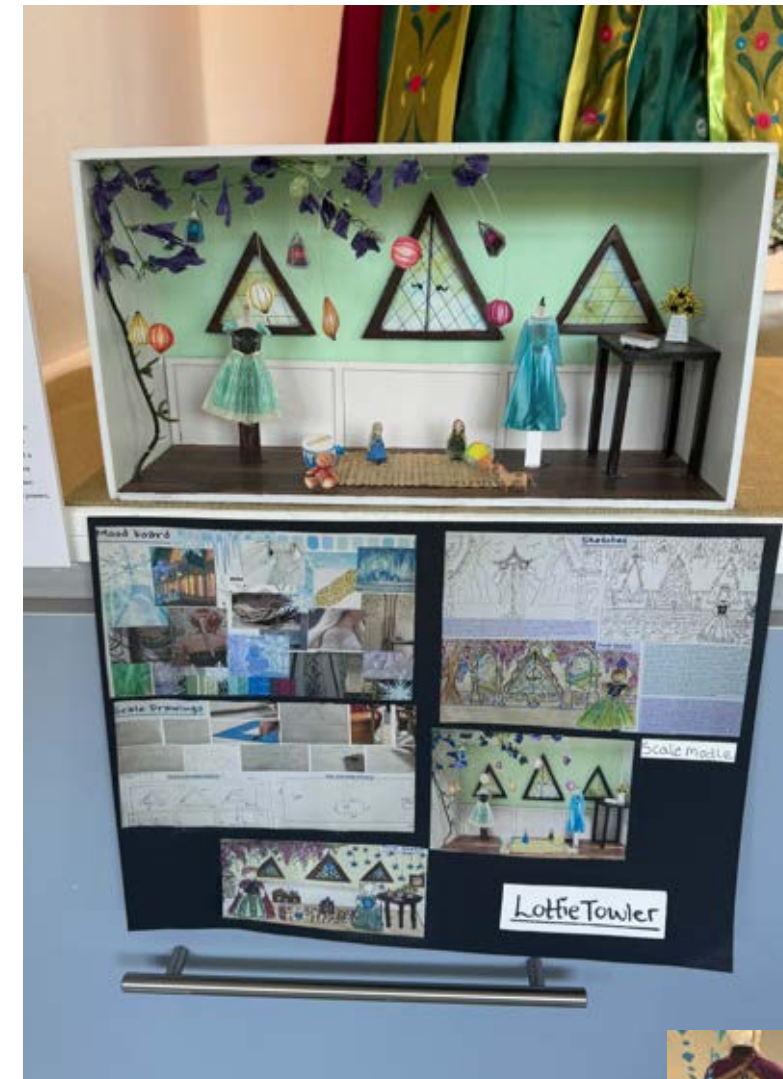




HERTFORD
REGIONAL COLLEGE
UAL COURSES AT WARE CAMPUS



HERTFORD
REGIONAL COLLEGE
UAL COURSES AT WARE CAMPUS







The entries are in and the countdown has begun to reveal who will be walking away with the most prestigious accolade in the industry.

Join top industry leaders to network, share insights, and celebrate the most innovative achievements. This year, we're turning it up another level with an unforgettable night of entertainment and celebrations that perfectly complement the prestige of the awards. Don't let this opportunity pass you by—secure your tickets today and ensure you're part of shaping the future of retail!

19th September – Eight Embankment

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.

www.creativeretailawards.com
[#creativeretailawards](https://twitter.com/creativeretailawards)



DZD

Elevating Visual Merchandising Since 1989

Having been in display for 38 years, one of my favourite and memorable jobs was working for DZD when I was in my 20s. I loved the creative buzz of being surrounded by likeminded people, helping create their vision and being part of such a great brand. DZD will always hold a place in my heart.

DZD, a well-established brand with 10 years of trusted service from Feefo™ (5 years of gold, 5 years of platinum) have been a trailblazer in the dynamic world of visual merchandising and display since its inception in 1989. From its London stores to its robust online presence, DZD has consistently been the go-to destination for products that breathe life into your creative ideas. Their motto? Your vision delivered!

In recent years, DZD has gained prominence for its extensive collection of Christmas baubles. Their colour-rich and generously sized baubles have become a hallmark of their brand. With over 600 combinations of size, colour, and finish, they boast one of the largest bauble ranges in the country—many of which you won't find elsewhere. But that's not all! Their large baubles, available in sizes ranging from 250mm to 500mm, are a visual merchandiser's dream. And for those who crave even more impact, DZD offer inflatable baubles in 50cm and 70cm sizes!

DZD really is the only port of call when looking for Christmas baubles and decorations. DZD collaborates with top retailers across the UK and Europe, including Selfridges, Harvey Nichols, Crew Clothing, and JD Sports. But their reach extends beyond retail. They are honoured to supply Christmas magic to iconic venues like The Dome in Edinburgh—a must-see during the festive season. And that's not all; they have adorned luxury spaces such as Warner Hotels, Gleneagles, and The Savoy in London. Their talented customers consistently create standout displays year-round and are here to support your vision. DZD love seeing how their very talented customers create stand out displays all year round.

When it comes to Christmas baubles and decorations, discerning visual merchandisers know that DZD is the ultimate destination. I've worked for them and loved every minute and feel privileged to be part of their history.

Let them bring your creative vision to life!

Michelle De Neys FBDS



Enhancing Procurement Efficiency and Customization with PWSHOP

In the realm of purchasing departments, efficiency and precision are crucial. PWSHOP emerges as a groundbreaking platform, aimed at transforming the print and display procurement experience. With its user-friendly interface and comprehensive features, PWSHOP empowers purchasing departments to streamline their processes while effortlessly crafting tailored briefs.

At the core of PWSHOP lies its remarkable versatility. Users gain access to a wide array of packaging and display items, each customizable to meet specific needs. From diverse finishes to varying sizes and quantities, PWSHOP offers an extensive selection, ensuring that every brief is meticulously tailored. This breadth of options caters to the diverse requirements of purchasing departments, fostering greater flexibility and creativity in the procurement process.

PWSHOP is unique in its offer of a full range of products, from bespoke packaging to POS, window, and visual merchandising (VM) solutions. This comprehensive selection allows customers to create a complete scheme if required, streamlining the process of coordinating various elements for a cohesive presentation.

One of PWSHOP’s standout features is its intuitive interface, designed for individuals who may not be well-versed in the complexities of print and display procurement. Whether users are seasoned professionals or newcomers, PWSHOP provides a seamless experience, guiding them through each step of the purchasing journey. With its user-friendly design and straightforward navigation, PWSHOP simplifies the procurement process, empowering users to make informed decisions confidently.

For those uncertain of their exact requirements or lacking a deep understanding of print and display concepts, PWSHOP serves as a valuable resource. The platform’s extensive catalogue and intuitive design enable users to explore various options and experiment with different configurations until they find the perfect fit. Whether selecting materials, choosing finishes, or determining quantities, PWSHOP offers guidance, ensuring even novices can navigate procurement with ease.

In addition to its user-friendly interface and extensive selection, PWSHOP prioritizes efficiency and convenience. By centralizing the purchasing process, PWSHOP eliminates the need for multiple vendors and disparate systems, streamlining operations and saving valuable time and resources. From browsing products to placing orders and tracking shipments, PWSHOP provides a seamless end-to-end experience, allowing purchasing departments to focus on core objectives without administrative burdens.

***Versatile Selection** - Wide range of customizable packaging and display items.

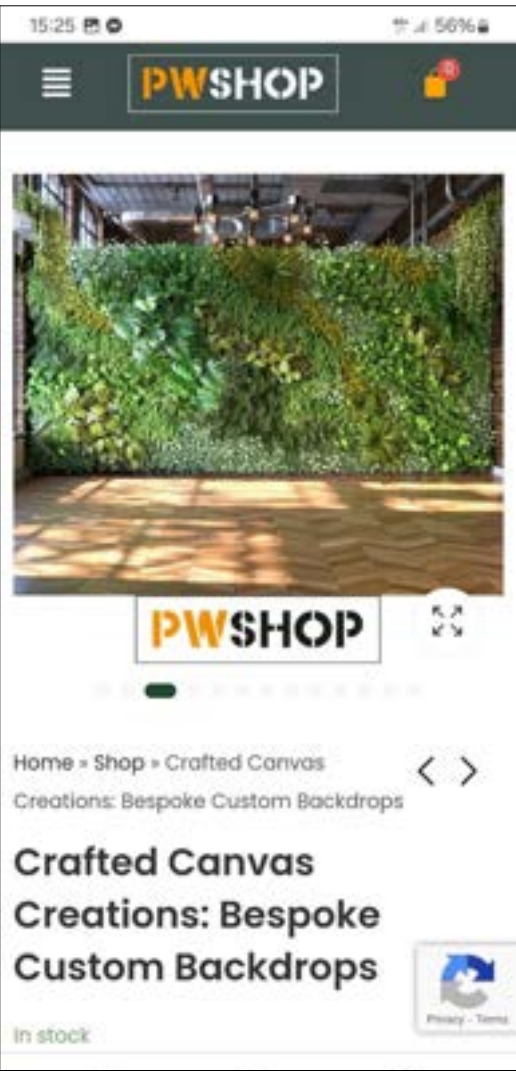
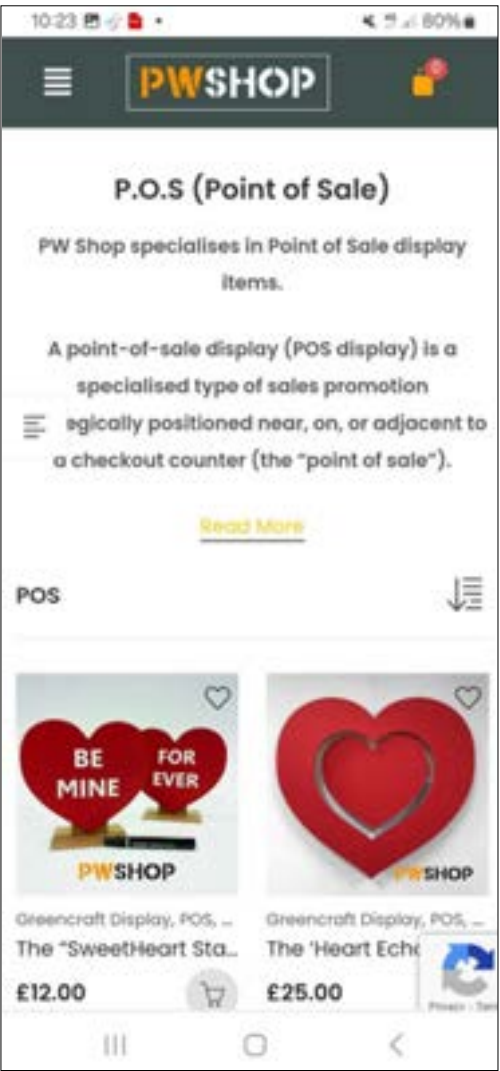
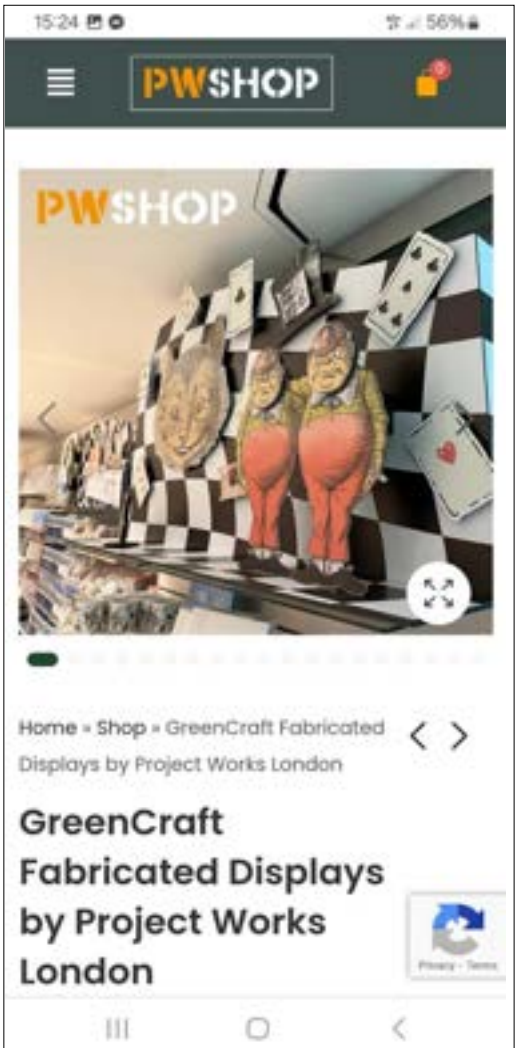
User-Friendly Interface - Easy navigation for professionals and newcomers alike.

Tailored Solutions - Customizable finishes, sizes, and quantities for every brief.

Centralized Procurement - Saves time and resources by streamlining the purchasing process.

Empowering Efficiency - Allows departments to focus on core objectives without administrative burdens.

In conclusion, PWSHOP represents a paradigm shift in print and display procurement, offering unparalleled convenience, flexibility, and efficiency. By empowering purchasing departments to streamline processes and craft tailored briefs effortlessly, PWSHOP sets a new standard for excellence in the industry. Whether seasoned professionals or newcomers, PWSHOP is the trusted partner in navigating the complexities of procurement, ensuring success at every step.



Jashanmal



On my last visit to my client in Dubai, I was tasked with the project of refreshing the Home Section of the Jashanmal Flagship store at Dubai Mall.

I worked remotely back in the UK, for a few weeks developing and submitting various concepts/ideas, plus contacting suppliers for various quotes before the physical re-fresh project on my next visit in late May. The store is due a re-fit but there was a need to give this store a 'face-lift' until a new store re-fit design has been proposed and signed off.

I organised all the wall bays throughout the store to be vinyl wrapped in a granite effect colour using an external company. This granite effect gave the wall bays a contemporary and clean look. New header boards were designed and installed a week after I left.

I designed the four tall white units to highlight certain product ranges together with a few quirky features such as purpose made black trays filled with black pebbles to showcase the crystal/glassware and the use of a yellow bicycle and concrete blocks.

Fixtures and merchandise were moved to create new exciting zones - Dining, Home & Gifting, Casual Dining and Arabic Dining. On my last day in Dubai, there was a floor walk with the CEO and the various stakeholders. The feedback was excellent, and the CEO and the Store Manager were very pleased with the result. A new concept for the Travel/Luggage section and Coffee area is currently being developed.

I am now overseeing the 'roll-out' of this concept across other stores in the Middle East. More photos can be found on the Creative Download Facebook page.

Iain Kimmins (Owner & Founder of Creative Download)







Petter Pharmacy, Crouch End, London

"Surf's Up" has been installed into Petter Pharmacy in London's Crouch End. This independent pharmacy store has been a client of Creative Download for many years together with their sister store in Berkhamsted. This was a really fun concept to pull together using props from our display studio and dressing using the traditional pyramid product groupings. The surf boards and rings are made from foamboard, while the wave PVC is available from DZD.

CREATIVE DOWNLOAD
VISUAL MERCHANDISING CONSULTANCY

www.creative-download.co.uk

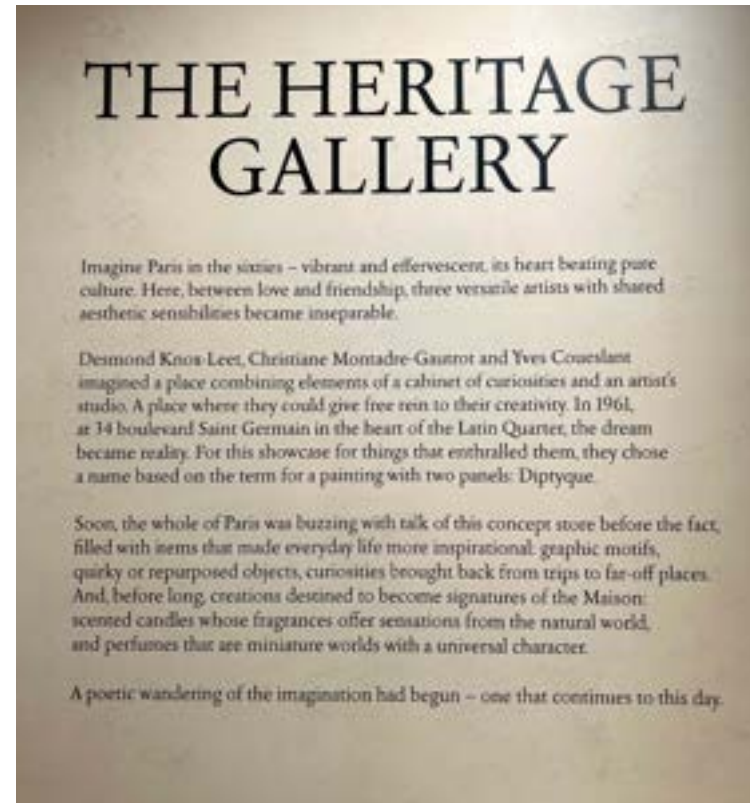


DIPTYQUE

PARIS

High-end French candle brand Diptyque has opened a new store on London's New Bond Street. This luxury brand is known for its luxurious scented candles and home fragrances to design the most sensorial spaces.

This new store features The Heritage Gallery and a stunning coffee shop on the 1st Floor.



LOEWE





LIBERTY.
FABRICS
&
BRIDGERTON

Liberty presents the collection of the season: a collaboration between Liberty Fabrics & Bridgerton: brought to life in the grandest of fashions. Step away from the bustle of Regent Street and lose yourself in the fantastical Regency world of Bridgerton, where the 'Ton's captivating narrative and Liberty's print heritage entwine.

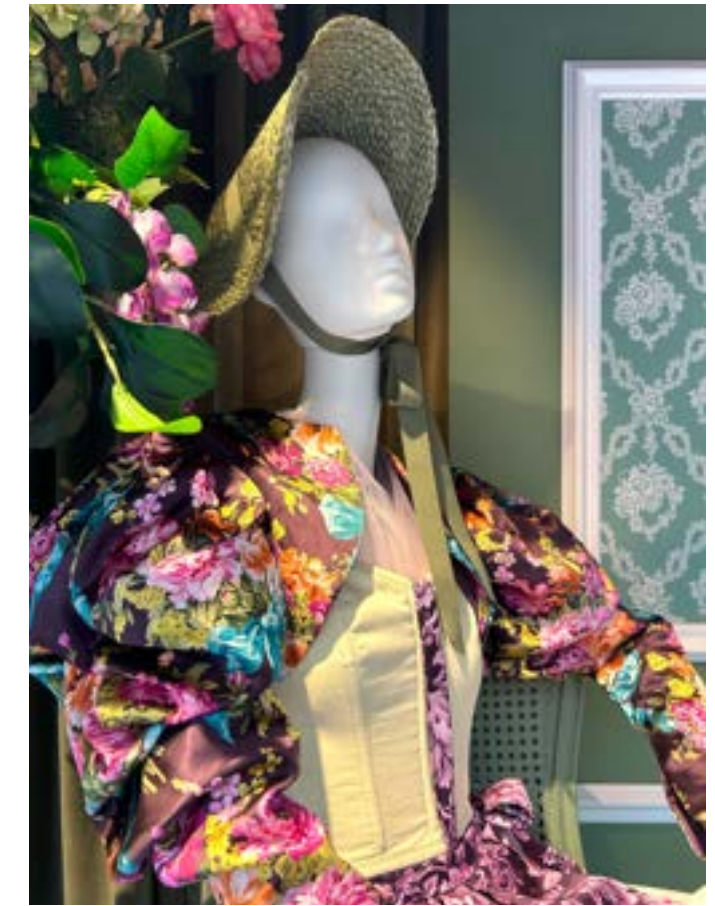
Inspired by a shared, visionary approach to British History and passion for innovative storytelling, the unique collection of fabrics transports classical print motifs and designs into the 21st Century. As Bridgerton views the Regency era with a contemporary lens, this collaboration draws on Liberty's design heritage and archive to craft prints fitting for the modern modiste.

Featuring nine compelling prints thoughtfully divided into three design Chapters, the distinctly contemporary collection captures the romance of Bridgerton's enthralling narrative, though a selection of Liberty's archival floral prints: exquisitely reimagined on Tana Lawn™ Cotton and luxurious silks.

In celebration of the collaboration, Liberty invites you to explore the world of Bridgerton in an entirely untold way. Indulge in the romance, whispers and scandal of the 'Ton as you step inside decadent rooms inspired by iconic moments from the show, and reimagined through the contemporary, romantic charm of the collection.

**STEP INSIDE: THERE ARE SECRETS WAITING TO BE UNCOVERED
WITHIN THESE TUDOR WALLS...**

shondaland | NETFLIX



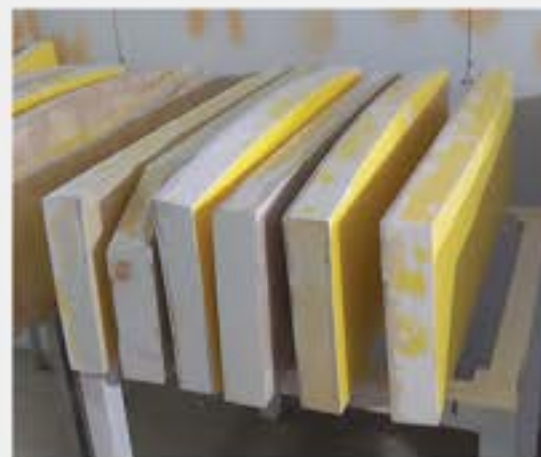
FROM WASTE TO WONDER: TURNING RETAIL WASTE INTO COMMUNITY TREASURES

At Gouldiae, we believe sustainability and creativity go hand in hand. Imagine a world where discarded retail materials aren't just tossed out but instead reborn as useful, beautiful items that serve the community. This vision is at the core of our Visual Merchandising mission. Here's the story of how we transformed retail waste into community treasures.

1

Material Collection and Assessment

Our adventure begins with the collection of discarded VM materials from our clients. Picture it: backdrops, fabrics, and props that have had their moment in the retail spotlight but are ready for a new role. Each item undergoes a thorough assessment to determine its condition and potential for up-cycling or recycling. We're ensuring nothing goes to waste if it can be magically transformed.



2

Community Engagement and Transformation

We dive into the heart of the project: collaboration and community. We teamed up with dedicated individuals and organizations focused on mental health recovery and community development. These partners bring unique skills and talents to the table, helping us turn collected materials into new, useful items. Think of it as a creative makeover show, but for retail waste.



3

Quality Assurance and Distribution

Our team ensures that all up-cycled products meet our rigorous quality standards. Once the items are ready, they're distributed to local primary schools and communities.

This not only promotes sustainability awareness but also enriches the lives of those in our community and simply sending little parcels of joy.

At Gouldiae, turning waste into wonder is more than just a project; it's a testament to our commitment to sustainability and community engagement. By giving retail waste a second life, we create beautiful, functional items that benefit everyone. Because in our book, trash deserves a second chance to shine.

While this side project showcases our dedication to sustainability, our main scope remains visual merchandising production and management. We're passionate about creating stunning visual experiences that captivate and engage. If you're a brand looking to elevate your visual merchandising or need assistance with handling discarded retail materials, we'd love to hear from you. Let's work together to create beautiful displays and promote sustainability.

Contact us today to discuss your next VM project or sustainable waste management solution.

Scan for our showcase



info@gouldiae.com



www.gouldiae.com

VISUAL
MERCHANDISING
STUDIO

Gouldiae



Journey of Creativity and Innovation

In the vibrant and evolving landscape of Nigerian retail, visual merchandising and retail design remain largely unexplored territories. However, LargeHouse aims to change this narrative, bringing innovative design experiences to connect brands with their audiences profoundly and engagingly.

Our journey began 14 years ago with a simple yet ambitious vision: to be the catalyst for brands that stand out in a competitive market, setting new benchmarks in visual communication. Recognising the gap in the market, we embarked on a mission to introduce and establish visual merchandising as a pivotal element in retail marketing. With a passion for creativity and a commitment to excellence, we set out to redefine how brands interact with their customers.

From the outset, our approach has been rooted in understanding the unique needs and aspirations of each client. Our creative services span an array of solutions, including store designs, props for brand activations, signages, and point-of-sales materials. By tailoring our designs to reflect the essence of each brand, we create immersive environments that captivate and engage customers.

Our major projects involve collaborating with retail brands to create visually stunning customised assets at designated stores that showcase their products and tell the brand's story. Through strategic layout planning, bespoke fixtures, and eye-catching displays, we create memorable and impactful shopping experiences.



Visit our website;
thelargehouse.com
to discover our works.



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Quad Europe are global leaders in high-quality, innovative and sustainable pop-up cardboard Point-of-Sale (POS) displays, free-standing display units (FSDUs), countertop displays and premium packaging

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- **QUALITY**
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amazon hub



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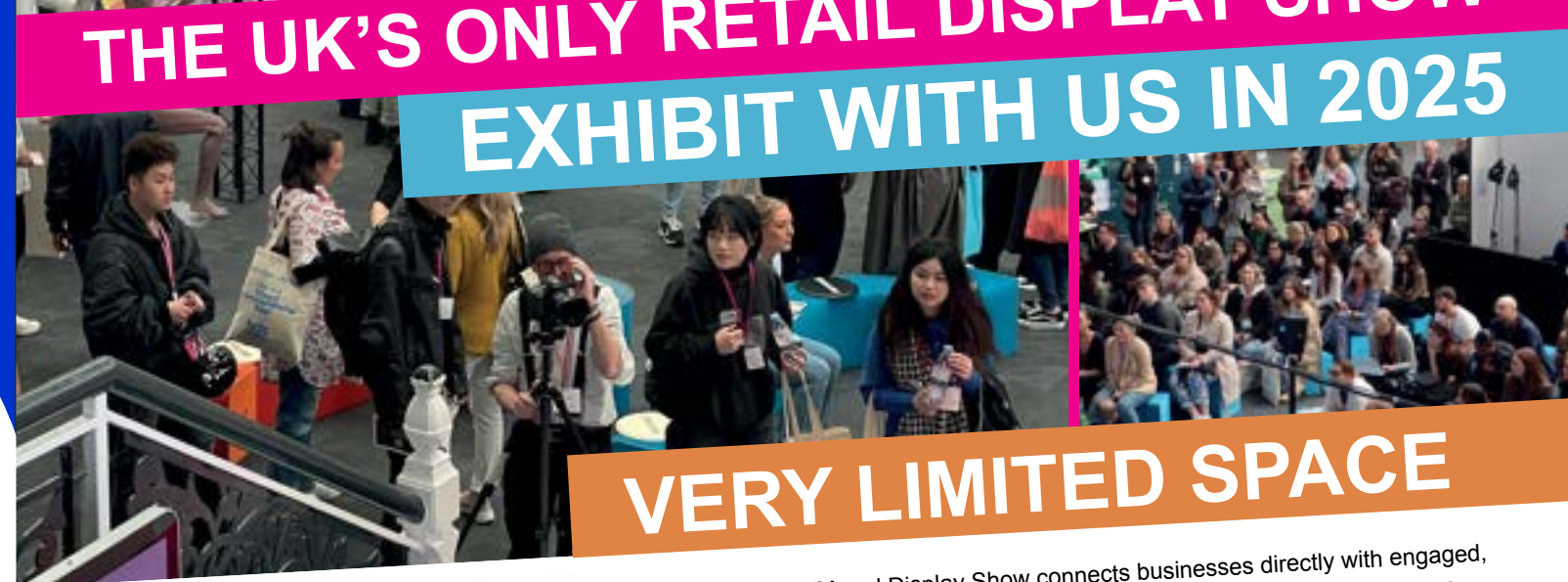
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There is no better way to promote yourself over two days. Contact us to find out how you can join the world's top suppliers at the BDC on the 9th-10th April next year.



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draw stuff



do stuff

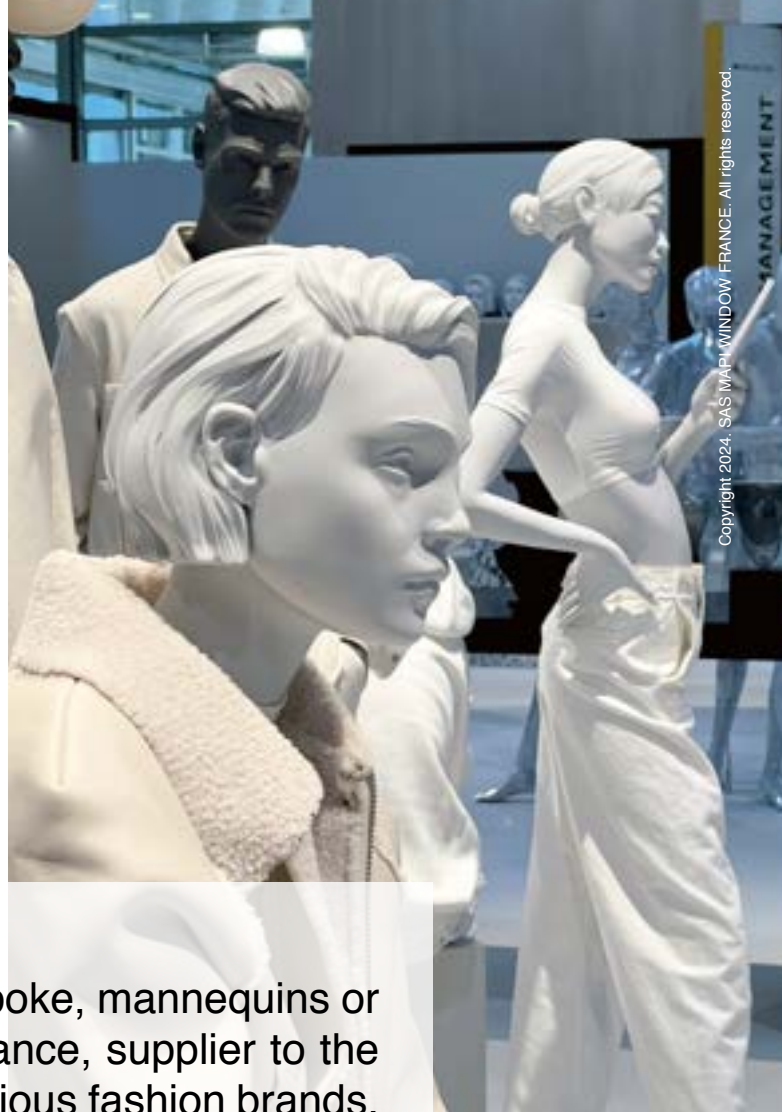


make stuff



www.windowfrance.com

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



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W
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PW\$HOP



PWSHOP.LONDON

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

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

**PROJ
ECTW
ORKS**

CREATIVE
PRODUCTION
STUDIO

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

Sustainable Mannequins Mothercare Riyadh



Railston Mannequins are proud to be part of the growing emphasis on sustainable retail environments. These eco-mannequins were supplied to the Mothercare store in Riyadh as part of the global brands' decision to replace conventional fibre-glass mannequins across all of its stores.



Go to:

www.railstonmannequins.com/sustainability

To find out more about our range of eco-mannequins.



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£150.00

What they say:

Absolutely inspiring! A plethora of practical ideas. My sparkle has been reignited!!

Excellent training and delivery of the course today. I have definitely learnt the basics of visual display.

Really good atmosphere created by the speaker, really well delivered, her experience shines thorough.

It's a really, really good course throughout, I've been enjoying it and impressed with it. (online)

Find out more by visiting our new website!

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Ideas Made Possible.



Retail Experience & VM Day

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

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

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

Further details

Costs per person are £250

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

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

Register your interest

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



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

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



mdn
MICHELLE DE NEYS
VISUAL MERCHANDISING



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



We are looking for Freelance Visual Merchandisers/display artists to work with premium brands across Europe and the UK.

We are looking for the right people, with the right experience with a passion for their craft.

As a company we deliver a strong brand identity and love what we do, we are looking for like minded people to join the team.

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

www.mdndisplayanddesign.co.uk



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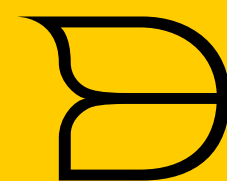
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SCENOGRAPHY

DISPLAYS

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Form it your way

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SCENOGRAPHY

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

DISPLAYS

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

DISPLAY STYLE

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Sustainability.
Craftmanship.

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**WINDOW
DISPLAYS**



STORE DESIGN

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the way I see and feel
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Follow us on: **Instagram** @the_british_display_society **Facebook** facebook.com/britishdisplaysociety

Shape the future of Visual Merchandising with the British Display Society

Why not become a BDS Member?

Help and support this great industry.

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

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

BDS Visual Merchandising & Display Starter Course

Includes:

- How to create a display!
- Basic display rules & guidelines
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- Inspiration & props
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- All in Six Simple Steps

Format:

- Videos
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- Demonstrations
- Your own Task Book

Flexible schedule:

- Progress in your own time
- Pick up where you left off

£150:00



Verve Arvola ABDS

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

www.skissi.com



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Iain Kimmins FBDS

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Silvia Chiall FBDS

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Kat MacLennan FBDS

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Liz Johnston FBDS

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

E-mail: liz@strictlyvisualdisplay.co.uk



Verity Gray

Freelance retail interior designer and Visual Merchandiser working with independent retailers, small businesses, design agencies and shopfitters.

www.veritygray.co.uk



Annie Woon
Bespoke wig creator.

annie@woon.com.hk



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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Briggs Hillier

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We turn ideas into reality with a multidisciplinary team of retail design specialists.

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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

<https://displaystyle.com.br>



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www.thelargehouse.com



Luga Baruga

Luga Baruga specialises in the manufacture and installation of ideas in the physical world. Our DNA make up boasts many years of experience in visual merchandising, brand communication, props and retail installations.

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Helen Goodwin FBDS

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Nathan Ward is a London-based Paper Artist Image Maker. I intricately crafted paper illustrations and animations, including large-scale sets, window displays and installations.

www.thisisnathanward.com



Northbanks

Retail Design Agency
67 Grosvenor Street
London W1k 3JN

www.northbanks.co.uk



Liz Johnston FBDS

Kent, Surrey, Sussex and Greater London

My 40yrs experience covers styling windows, interiors and venues

Email: liz@strictlyvisualdisplay.co.uk



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Railston

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Meet The BDS Leadership Team

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



Director & Chair
Iain Kimmins FBDS

Visual Merchandising
Consultant



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

VM & Store Design Consultant



Director and BDS Tutor
Barbara Chapman
FBDS

Creative VM Consultant &
Stylist & Lecturer.



Director
Liz Johnston FBDS

VM Stylist



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Freelance IT Consultant



Helen Goodwin FBDS

Visual Stylist, Creative, and
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Edward Stammers MA,
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Programme Director –
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Kat MacLennan FBDS

Visual Merchandising
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Paul Symes FBDS

Design Director at Reynolds/
Symes



Michelle De Neys FBDS

Visual Merchandising
Consultant



SPOTLIGHT

Representing the Visual Merchandising profession

Welcoming Visual Merchandisers and companies to join
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