



TU DUBLIN SCHOOL OF ART & DESIGN  
DUBLIN, IRELAND



BRITISH DISPLAY SOCIETY

# International Creative Display Conference



Dublin JUNE 14 +15 2023

# Welcome

## Welcome from the Chair



The New year heralded in great trading figures from some of the UK's retailers including Tesco and Marks & Spencer with the run up to Christmas, despite the current Cost of Living crisis. I am also hearing good news from a number of independent retailers which is good for our High Streets. John Lewis & Partners haberdashery sales surge 61% as consumers look to give their clothes a new lease of life.

So, while January is a quiet month as many stores are holding their annual Sale, there is renewed vigour from the various stake holders I speak to that business is very much improving.

Customers will continue to be cautious over the coming months so it is paramount that stores and their windows are vibrant, fun with plenty of retail theatre. I was in Selfridges in London's Oxford Street in mid January and despite the windows being covered in Sale vinyl, there was quite a buzz in store with the fashion reductions, the Reselfridges Silverwear Pop Up shop and the various coffee shops and restaurants.

As we move into the Spring, I am delighted to inform our readers that the British Display Society will be exhibiting at the VM & Display Show on Tuesday 18th and Wednesday 19th April. The location remains the same: The Business Design Centre, Islington, London.

Whether you are a retailer, designer or a visual merchandiser, this show is a must visit for everyone involved. This is a great two day event which showcases many of the great display/store design companies.

The British Display Society will be exhibiting on the Ground Floor of the show to help, support and promote the Visual Merchandising industry, so do pop by, say Hello and pick up a free goodie bag!

In addition to this, the BDS will have an area dedicated to our VM Students from several of our Centre of Excellence colleges. These colleges include London College of Fashion, TU Dublin, Hertford Regional and Hugh Baird. The students will have the opportunity to set-up a 'mock-up window' from a theme given by the BDS. This is a great opportunity for the students to connect with others in the industry.

Entry to the VM & Display Show is completely free so we look forward to seeing you there!

*Iain Kimmins* FBDS  
*Chair*

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### Newsletter Editor

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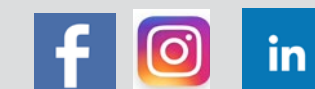
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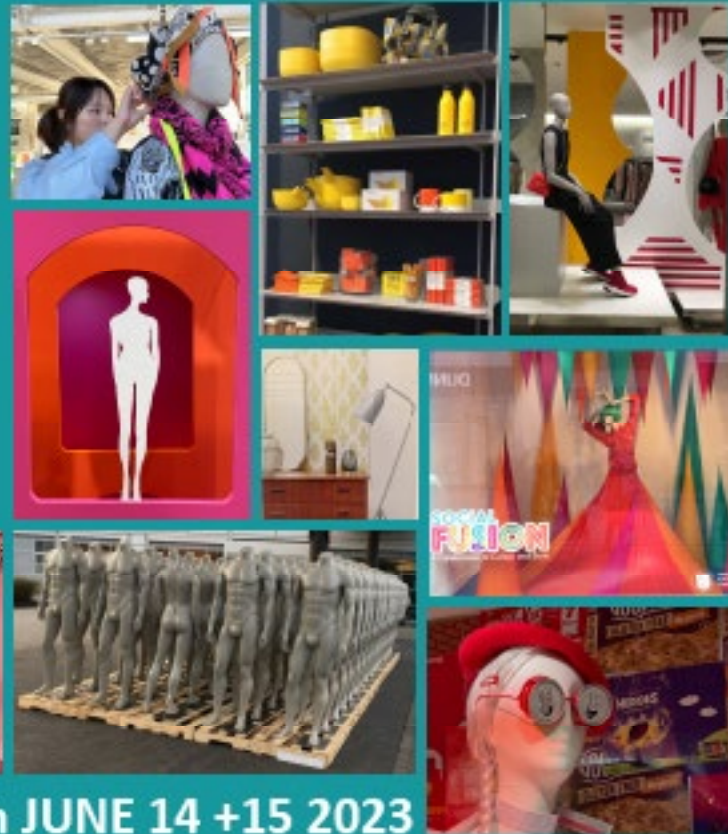
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# International Creative Display Conference



Dublin JUNE 14 +15 2023

## INVITE

The **BA Visual Merchandising & Display** at the **TU 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 will be held in **Dublin, Ireland**, on **June 14 & 15, 2023**, on the TU Dublin East Quad campus, and will include networking social activities. The event will be hybrid, allowing for international attendees unable to travel to partake in the talks, and debates.

Along with our Keynote speakers, we invite Abstracts covering the following topics:

*Reimagining the Future for Visual Merchandising – praxis and theory*  
*What's in a Name? – rebranding display*  
*Innovations in Visual Merchandising*

Abstracts of 300 words by March 1 2023 to:  
[kerry.meakin@tudublin.ie](mailto:kerry.meakin@tudublin.ie)  
[admin@britishdisplaysociety.co.uk](mailto:admin@britishdisplaysociety.co.uk)

*We would appreciate those interested email those above ASAP, so we may gauge attendance in person and online, thank you.*

TU Dublin School of Art + Design  
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Ireland

**T**  
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TECHNOLOGICAL  
UNIVERSITY DUBLIN

British Display Society

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





# Hertford Regional College

In December 2021, Paul Symes and I visited The British Display Society's Centre of Excellence, Hertford Regional College. It was so lovely to once again meet and present to the amazing students there, view their work and to present medals and certificates to the winners of our annual student competition.

Earlier in the year Paul and I, along with Nina... Tillett (from corporate member Minki Balinki) had the pleasure of judging the work presented to us for the BDS End of Year student competition. Once again, the standard of work this year was incredible and an absolute joy to mark. It gave us a great feeling to know that the future of our industry is in such amazingly talented hands!

There were three colleges who took part in the competition this year - Hertford Region Colege, TU Dublin & Hugh Baird. Between us, we judges marked and second marked the work. The totalled marks gave the winners for each college and overall winners in the entire competition.

Amazingly, Hertford Refional College won two of the overall Gold and Bronze medals allocated, which is an amazingly true test of both their talented students who took part, but also their powerhouse of a course leader, Liliana Scibetta.

The day was so lovely. We awarded the students their medals and certificates and I then did a presentation to them about the benefits of the BDS. We finished with Paul presenting to the students an overview of his career and his expertise. We then went onto view some of the students' work which was amazing and of an extremely high standard.

It's so heartwarming to meet with students and know that there are such great skills being nurtured and coming into our amazing industry! Thank you Hertford Regional College for looking after Paul and myself so kindly. It was a joy to meet you all.







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Associate VM lecturer  
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## Hertford Regional College

The UAL (Level 3) Visual Merchandising students at Hertford Regional College start-up project for this year was to collaborate with Herts and Middlesex Wildlife Trust to design and install a window scheme to promote the Trust.

The students explored the local Kings Meads area alongside a wider area of natural wildlife, exploring themes of mindfulness and wellbeing, and sustaining natural habitats within rural area for inspiration.

The first-and second-year students worked collaboratively, and each team were given a slogan to consider within their design to create and install a themed window display. The four slogans provided were: "Wetland Winters", "Wonders of the Wildflower", "Dragonfly Paradise" and "Walk in the Wild". The results were both exciting and creative!

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

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

Lyndsey Gray  
Programme Manager

Level 3 (UAL) Art and Design (Visual Merchandising and Brand Promotion)  
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**HERTFORD  
REGIONAL COLLEGE**  
UAL COURSES AT WARE CAMPUS



Walk in the Wild



Wetland Winters



Wonders of the Wildflower







**Designed by Hyewon Kim**

**Construction & install team: Designer & Yudan Li**

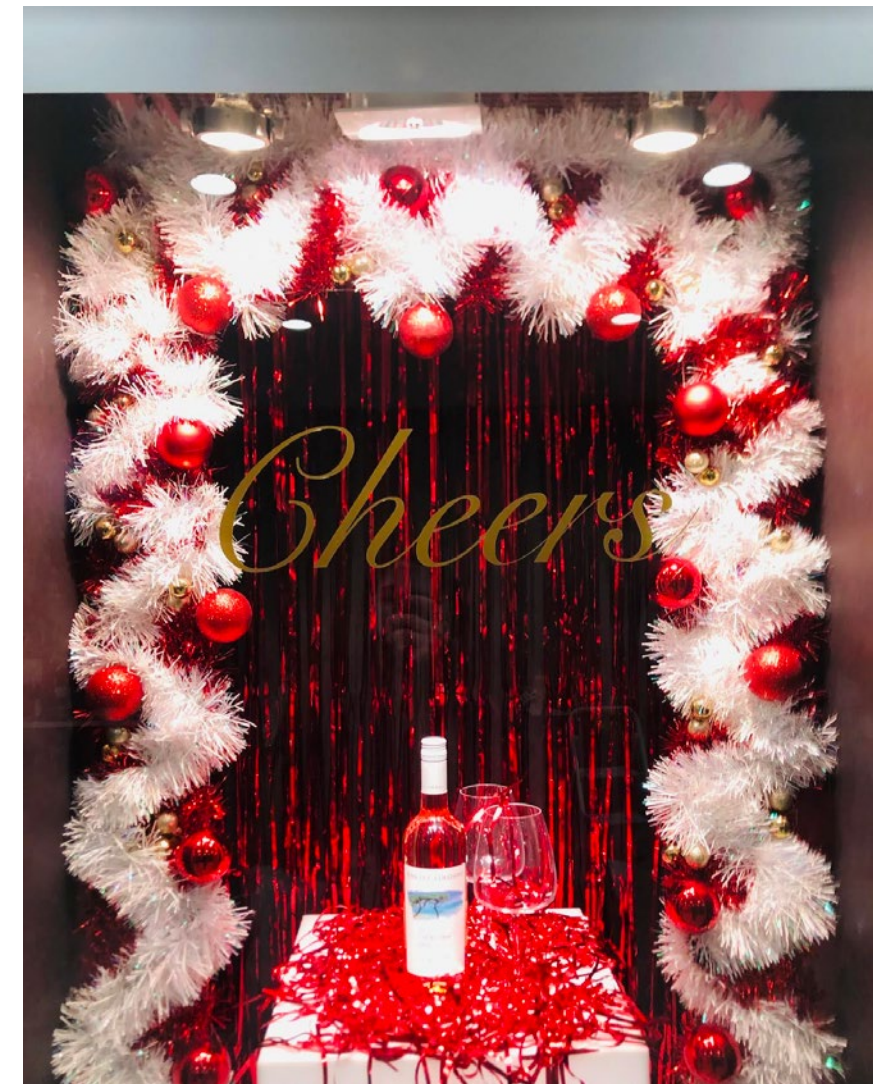
The holiday word can remind us of a party. And I can't help but think of wine when I think of a party. With family, friends, and loved ones. We celebrate the holiday together, decorate the end of the year beautifully, and look forward to the upcoming New Year.

I was inspired by the window displays of the Dandy Shop in London and the holiday season window displays of Cartier, Hermes, and Givenchy.

And overall, I used white and red color to create a holiday atmosphere and a fancy party atmosphere, while at the same time matching the product, rose wine. White and red tinsel garland were woven on the chicken wire to give a candy cane look and contrast.

In addition, I hung a red tinsel in the background because I wanted to give a more colorful and exciting atmosphere. The tinsel was placed in the cup and under the wine to give a playful and fun vibe of the party.

It may look like a simple window display, but inside it, you can see the holiday party that everyone dreams of with warmth and excitement.







Designed by Jimmy Bedlow

Construction & install team: Designer & Hitesha Gala, Sujal Jobanputra & Bryan So

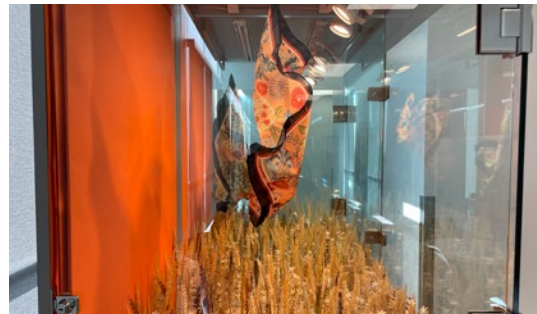
### Flow into Fall

This display was inspired by the fall season. I wanted to create a minimalistic and elegant fall display. The structure of a scarf flowing over a wheat field shows the transaction of the fall theme.

The backdrop was cut to size in cardboard with velcro strips in the back to secure it to the vitrine back wall and covered with orange paper. I didn't want this display to be literal so I chose a simple but effective colour for the down drop.

The base is a double-layered base with foam core on top and cardboard at the bottom to create thickness to pierce and secure the wires of the paper props.

The bottom part of this display is created with 300 wheat strands made with paper and painted wire in 3 different shades and heights. Each wheat strand consists of 10-13 floral shapes punched on paper. The grass is made of paper. Artificial wheat and natural grass wheat was also used as fillers.





## BDS Centre of Excellence Student work



**Designed by Rachel Diumano**  
**Construction & install team: Designer & Rachael Edmonds, Prabjot Kaur & Eileen Kim**

### Theme: Fall

Prop Material: Paper

The window display created at Seneca was inspired by Gucci. The original Gucci window display that inspired this autumn's display was Alessandro Michele's Surrealistic Window Display in 2015. It consists of a large bee carrying a handbag from the collection at the time. The Gucci display was a way to create a new era for the brand to help expand the company.

I was inspired by the look and feel of this display and thought of a concept for my first project of the semester.

As it was a fall-themed display, I created a design concept of a large bird carrying a handbag in one window, and a big feather for the bag to rest on top of, with the intention of using paper materials. The materials used in this display are coloured Bristol board and Foam core. We created a variety of different coloured feathers in different sizes for the two windows. We completed the display by suspending the paper props and handbags.





# Seneca

## BDS Centre of Excellence Student work



Designed by Yudan Li

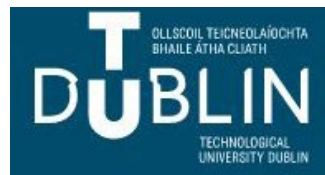
Construction & install team: Designer & Hyewon Kim, Soo Jin Kim & Ariel Lee

This window's theme is menswear. The first idea that pops into my mind is cyberpunk digital art. It would be cool to bring digital art into real life. So I decided to use vinyl to create a gaming interface in the front. So when customers pass by, they will look at the real-life digital surface. As more people are shopping on the internet, this window encourages them to research the product online.

Inside the window, I used a wired fence and created 3D landscaping. I got this inspiration from The Matrix as characters shuttle between real and digital worlds. 3D landscaping is a way to visualize data, and the wired fence is an excellent material to create the look.







# Technological University Dublin BDS Centre of Excellence

As a class, the TU Dublin BA Visual Merchandising & Display third year students collaborated on designing, installing and running a Pop-Up Christmas Market. Launched at midday on Wednesday November 23 and running until midday Friday November 25, the shop design was based on an agreed concept devised by the students.

With sustainability at its core, props were recycled, and pre-owned clothes, accessories and gifts were sold. The students merchandised the products and dressed and styled mannequins. It was publicised and advertising throughout the campus through graphics, and online using Instagram and TikTok. Thursday's late-night shopping included a DJ.

"We were delighted to have the Pop-Up shop opened by Iain Kimmins, Chair of The British Display Society," said Kerry Meakin. "TUDublin has a close connection with the BDS and we always welcome a visit from Iain and the BDS team"

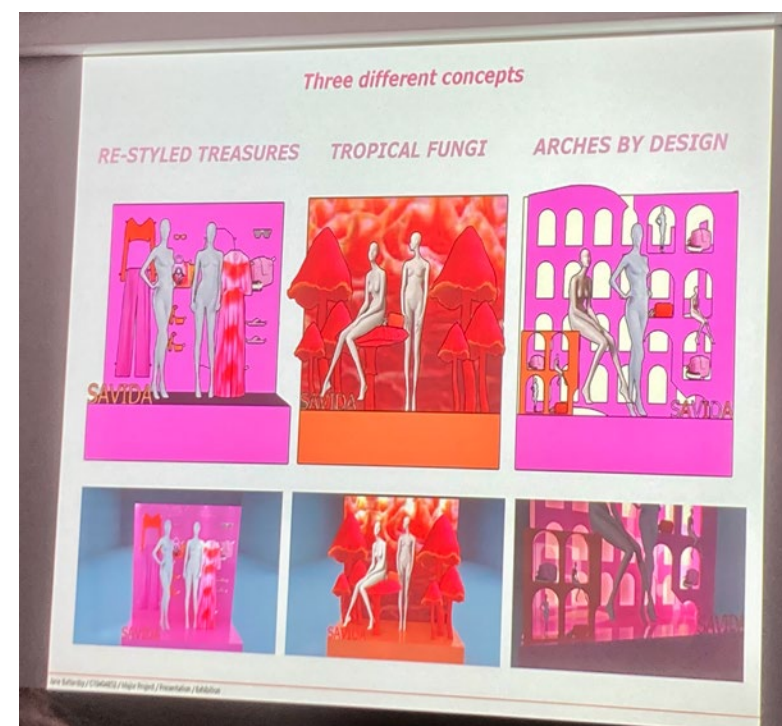
While visiting TUDublin, I had the pleasure to award medals and certificates for the End of Year Centre of Excellence Student competition.

All three students showcased a PowerPoint Presentation which showed initial ideas, visuals and the completed window Installs.

Medals and Certificates were awarded to:

- Gold – Sarah Geraghty
- Silver – Kayleigh O'Toole
- Bronze – Jane Battersby

Iain Kimmins FBDS  
Chair





# PRODUCT LAUNCH MARKETING CAMPAIGN

## adidas

adidas launches a new and exclusive 4DFWD campaign



Having previously undertaken several successful seasonal and product launch marketing campaigns in Sports Direct, adidas appointed D4R to support the delivery and execution of a formidable marketing activation introducing a new generation of its high-performance, 4DFWD running shoes!

Exclusive to just five Sports Direct locations across the UK – Birmingham New Street, Glasgow Argyle, Leeds, Piccadilly, and Oxford Street – this instore product marketing campaign aimed to generate heat around the launch of adidas' new 3D midsole printed running shoes which provide an "all-new running experience [...] moving you forward with every stride."

From storyteller launch zones, footwear walls, and midfloor bays to a stairwell, gait analysis zone and store entrance, Design4Retail created a kit of 4DFWD campaign assets that could be applied to existing adidas retail systems, and other areas appointed for temporary use by adidas within the Sports Direct stores. The design agency took inspiration from the supplied campaign visuals to create artwork that would suitably clad key elements of these retail systems, including launch zone plinths, wall bay graphic panels, footwear display podiums, and stair and entrance walls.

With the unique 3D printing technique used in the production of the running shoes being at the centre of this campaign, D4R incorporated depictions of the 4DFWD midsole throughout, from strut card holders and category headers to shelves and hero shoe risers. Among the displays, D4R featured a real-life 4DFWD midsole sample that people can touch and feel, alongside displaying campaign messaging that seeks to educate customers about the running shoes' performance-boosting benefits for increased purchasing confidence. D4R further took inspiration from the product and supplied creative by incorporating 3D elements into ordinarily 2D displays, transformed existing visuals from the 4DFWD campaign into motion graphics to enhance brand presence in-store, and installed fluorescent orange acrylic hero product showcase displays and header panels to encourage an enhanced level of interaction from shoppers.

[www.design4retail.co.uk](http://www.design4retail.co.uk)





RESEFRIDGES  
SILVERWEAR  
at the  
Selfridges  
Corner Shop

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# Louis Vuitton

Louis Vuitton in London's Bond Street is certainly a riot of colour with the great window and exterior building concept.





## SOPOTEY BASQUE COUNTRY

Sopotey is a fashion shop, located in a small village in Basque Country.

They work with some different brands, directed at their kind of customers.

I was lucky to collaborate with them creating different windows, and implementing products inside.

You can see the product implementation on sales tables, where we proposed different options to gift on Christmas time: Making "gift boxes", you can choose the complete box or just one of the products to gift.

On the walls, presentation of clothes playing with autumn colours, and working with visual merchandising tools such symmetry, parallelism, different heights and proportions.

One of the exterior window, that we called "Everything in Pink" was dedicated to "World Breast Cancer Day"

I hope our content inspires you and I wish you all the best for this New Year that we are starting.

Zaida de las Heras.



ZAIDA DE LAS HERAS  
VISUAL MERCHANDISING CONSULTING



# Northern Ireland's Most Magical Grotto

November 2022 saw the much-anticipated return of the award-winning Belfast Christmas Market.

Mags McAlpin of Creating Retail Magic, Northern Ireland's leading visual merchandising and creative retail consultancy, was commissioned by Market Place Europe (the UK's largest speciality market operators) to create a stunning Nordic-inspired Santa experience in the illustrious grounds of City Hall.

The theme of the Santa experience was 'A Warm Christmas Welcome to All' and the centrepiece was a bespoke artisan wood cabin, hand-built with ramps and controlled lighting to ensure access and inclusivity for all.

A key visual story was a collection of exquisitely hand-drawn images by a local artist depicting pan-European Christmas traditions and greetings in 12 languages, each accompanied by a fully lit and dressed Christmas tree bedecked in the country's national colours.

The excited visitors began their 'European' journey through a magical snowy woodland setting, and then approached Santa's cabin via a beautifully dressed twinkling archway, laden with over-sized candy canes, large lollipops and giant sweets. Naturally, the anticipation when Santa's Chief Elf, Jingles, opened the cabin's festively-decorated door was indescribable.

As the children stepped into Santa's study, their eyes lit up to see the Big Man himself sitting by his antique desk complete with a large illuminated globe, bundles of ribbon-tied letters from around the world and two very special enchanted books - the Naughty & the Nice lists. These giant books, when opened, became illuminated with silver and golden glows... naturally, the naughty list was quite empty! A flickering-flame stove, scents of cinnamon and gingerbread, a traditional dresser and a bauble-bedecked chandelier trimmed with natural fragrant foliage completed scheme.

And the icing on the Christmas cake? Every year, this magical grotto is gifted to the Belfast Lord Mayor's charity of choice who operate it and benefit from all ticket sales revenue. Over a million visitors were captivated by the Belfast Christmas Market in 2022 - we think it's truly a wonderful project for the most magical time of the year.

A very special thanks also to our wonderful clients, Market Place Europe and Haller Clarke for trusting us to create Christmas Market Magic [www.creatingretailmagic.com].

Mags McAlpin FBDS  
07586 355 355 | @retailmagicni | Facebook | Linked In

Fellow of the British Display Society  
BA in Visual Merchandising, Diploma in Public Relations  
Institute of Leadership & Management Coach

Creating Retail Magic - your specialist Retail & Creative  
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## ANTALIS AT SURFACE DESIGN SHOW 2023

**Antalis (stand 365) will once again be sharing substrate inspiration with visitors at Surface Design Show, which takes place 7-9 February at the Business Design Centre, London.**

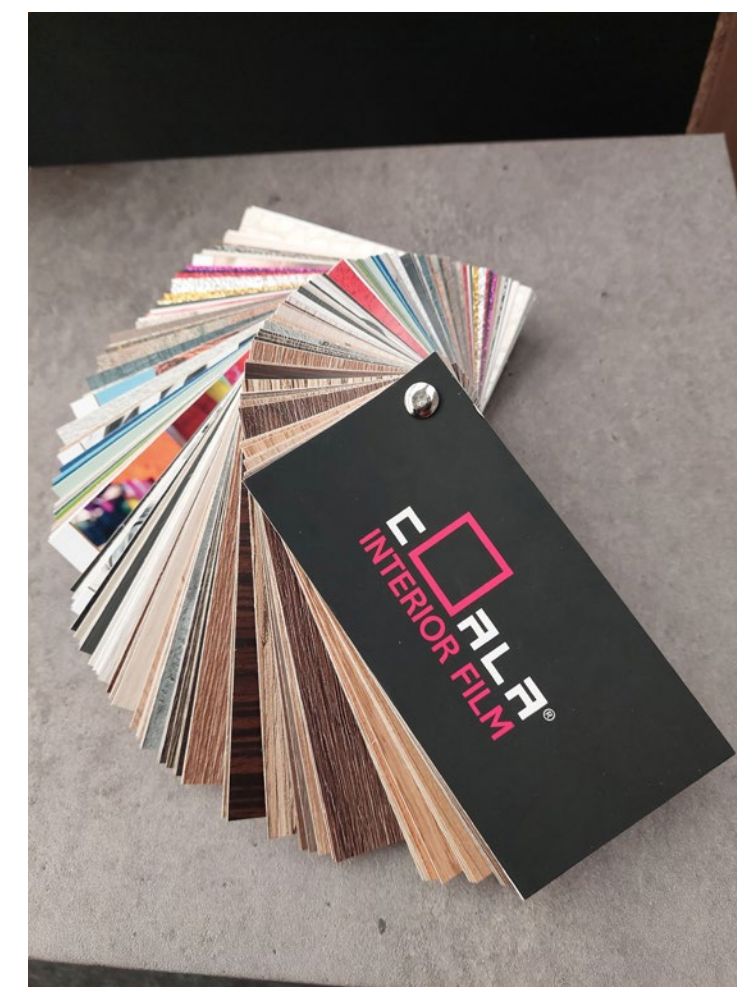
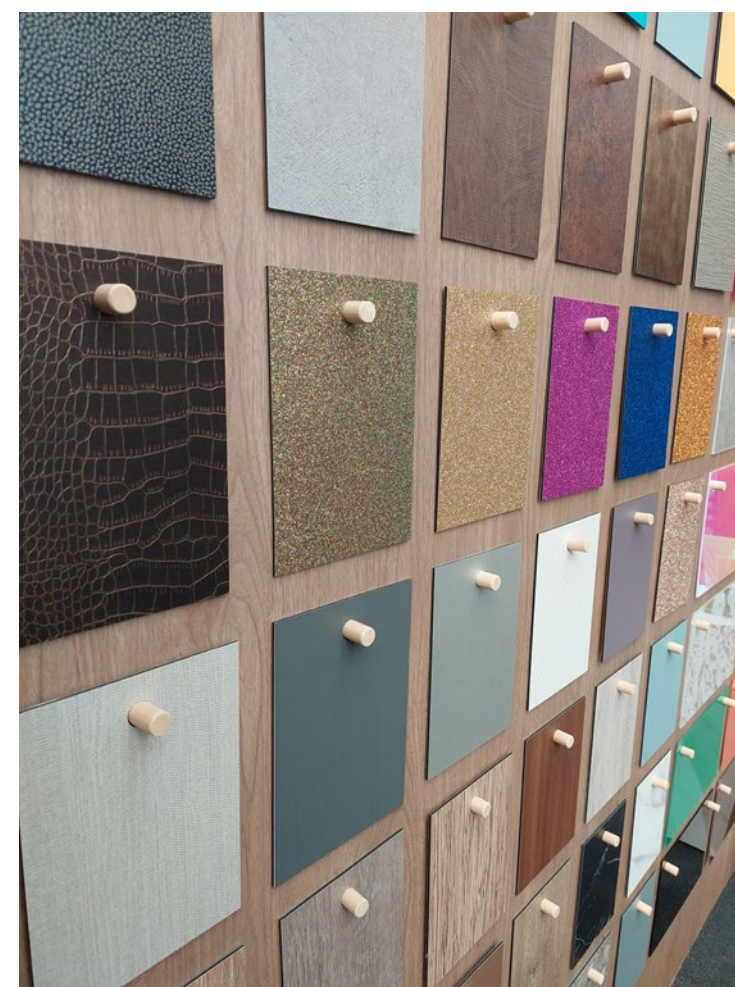
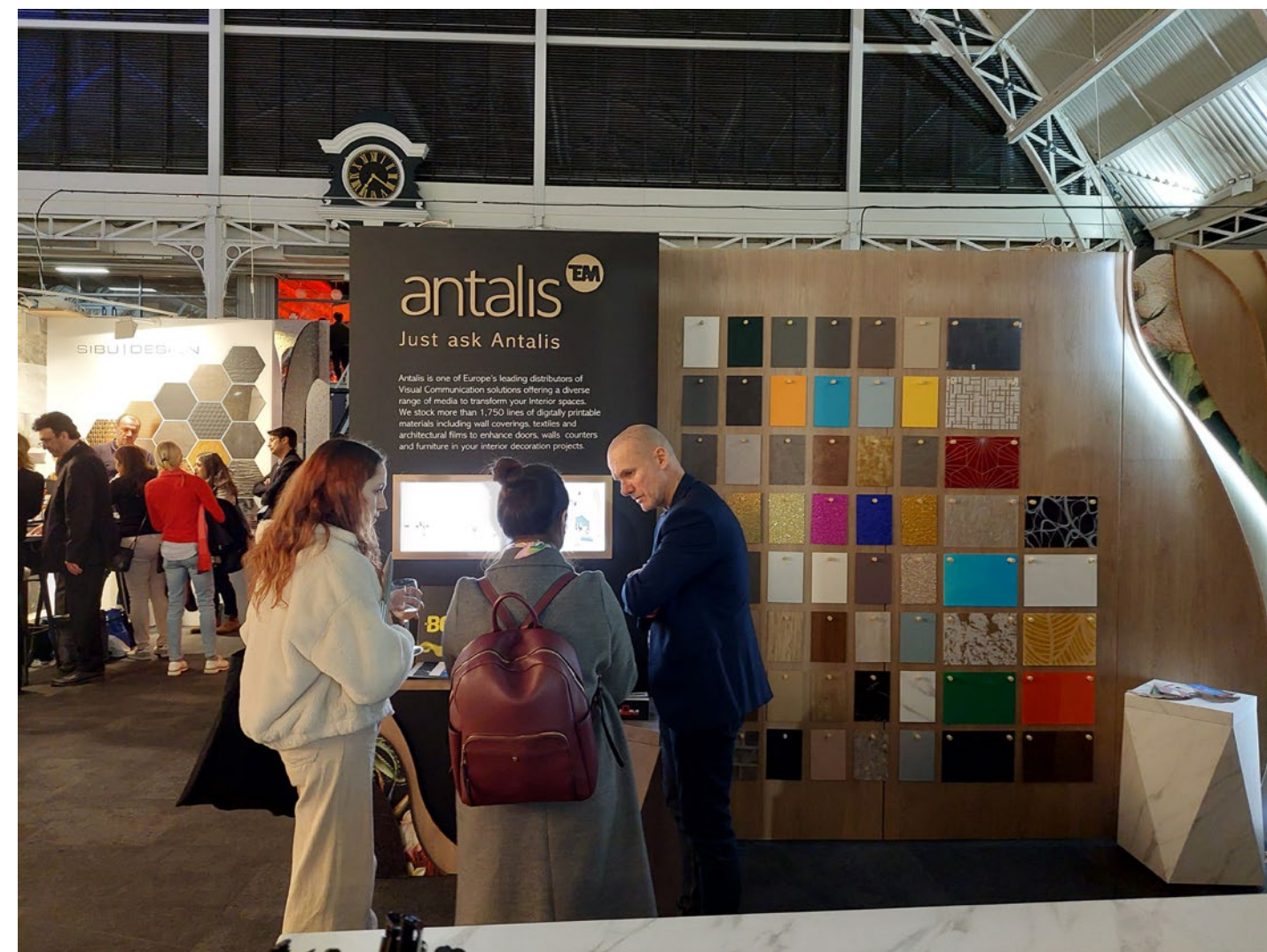
The company's latest innovative stand, designed by Antalis' Specification Consultant, Claire White, in collaboration with Imageco, is constructed from their environmentally friendly Xanita Print and is entirely reusable. Its modular structure means it can be adapted to different size requirements and offers interchangeable walls and displays for a range of stand variations that can be reused over a number of events, as well as being 100% recyclable at end of life. Furthermore, the stand will be flat packed for transportation to and from events, saving on space and cost, and reducing the chance of damage.

Xanita Board is an engineered fibreboard manufactured with a part re-pulped post-consumer paper core and FSC accredited liners. It is an environmentally friendly alternative to the traditional use of MDF, PVC and PUR foam boards typically found at exhibitions venues and is suitable for a wide range of applications including internal sign and 3D structural applications. It is lightweight, strong and offers time and cost reductions, making it the perfect sustainable material for exhibitions and events.

Xanita is one example of many versatile substrates Antalis will be promoting at Surface Design Show. Also on display will be their premium Coala brand of materials for interior decoration projects, including window films, floor graphics and wall coverings, many of which are fully printable and customisable for personalising interior spaces. The range includes Coala Interior Film, a vast portfolio of architectural self-adhesive films, with true-to-life finishes including wood, marble and leather, perfect for renovating existing walls, doors, furniture and more - saving time, money and a reduction in the volume of waste sent to landfill.

Specification Consultant for Visual Communications at Antalis, Claire White, comments: "Surface Design Show is a great event that gives us the opportunity to showcase our extensive portfolio of interior decoration materials, providing us with the opportunity to talk directly with architects and designers about the latest innovations and how we can help them create unique and inviting interior spaces."

For more information, please visit [www.antalis.co.uk](http://www.antalis.co.uk)  
or contact Antalis by emailing [contactus@antalis.co.uk](mailto:contactus@antalis.co.uk)





# Strathmore Woollen Co.

It's always a great pleasure to be working for my client, Strathmore Woollen Co, and I always look forward to dressing their exhibition stand at the SECC in Glasgow for the Spring Fair. These tartan fabrics are of the highest quality which enables them to drape beautifully and they really are a joy to handle.

Liz Johnston FBDS





# Petter Pharmacy

Creative Download kicked off 2023 with a window concept entitled Name That Tune installed at Petter Pharmacy. This independent pharmacy in Crouch End, London is a well-established retailer that has been trading very successfully for many years.

The idea behind this concept was to involve the local community and to keep the High Street buzzing. Customers pick up an application form and guess the song title and artist from the various clues in the windows. The customer with the most correct answers will receive a voucher to the value of £100 to spend in Petter Pharmacy, which are stockists of brands such as Clarins, Neals Yard, Caudalie, L'Oreal and Vichy to name a few.

"We were very excited when Iain from Creative Download first proposed this idea at the end of last Summer" said Himesh Patel (Owner & Director) "Petters is part of the local community, and we like to plan 4-6 months in advance. Our windows always receive great feedback from our customers and huge thanks goes to Iain and his team"



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# CREATIVE DOWNLOAD

VISUAL MERCHANDISING CONSULTANCY

PRESS RELEASE

## Helping retailers take full advantage of successful Visual Merchandising



Retailers must ensure their shops/stores are visually spectacular with great window displays, store layout with superb visual merchandising to create retail theatre for your customers.

Customers want to feel that shopping in your store is a pleasurable experience. They want to be excited by the range of merchandise on offer. The merchandise needs to be presented in a way that brings quality and style, and needs to represent the 'must have' purchase.

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Visual Merchandising is more than being creative. It is a commercial driver for your business.

The Creative Download VM team create exciting shops/stores driving sales through Visual Merchandising, Store Layout, Fixtures, Product Categories/Product Adjacencies, Signage & Ticketing and Retail Theatre.



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SCENOGRAPHY



DISPLAYS



FURNITURE

## visual merchandising

Or "VM" for short, is much more than just the showcase of a store. It's a mix of marketing techniques and visual communication that has, as it's main objective, to value products, brands and the store itself. In a way that the establishment caughts the eyes of the costumers and boost sales.

### DISPLAYS

The correct use of displays – be them for purses, shoes, wallets, among others – has the capacity to bring out the details of the displayed product so that the costumer sees its main benefits and qualities.

### SCENOGRAPHY

Applied to the store showcae, is a creative strategy that is closely related to the visual merchandising. Investing in it is one of the most asertive marketing actions that companies do globally, especially in retail trade.

Want to have a more beautiful store with *a boost on sales?*

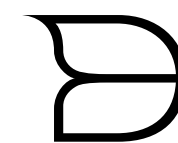
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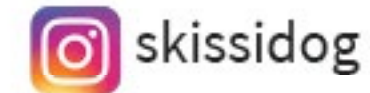
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# SKISSI

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WINDOW  
DISPLAYS



COOL HUNTING

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



STORE DESIGN

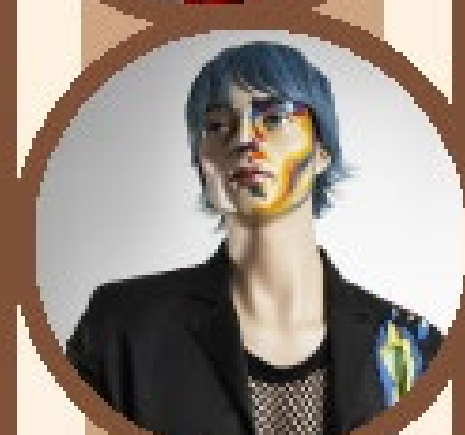
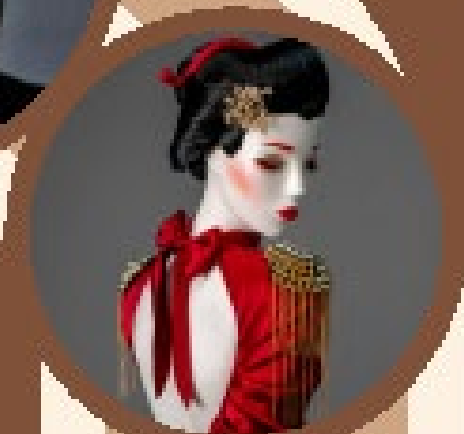


# Peluca Studio

Recently, we exhibited for the first time at the VM & Display show and the response to our stand was fantastic. The stand consisted of earthy tones with a wall of wigs and a selection of mannequins and busts to exhibit both modern and vintage wigs & makeup styles. We used Association mannequins to display our more modern looks, fashion forward for today's market and we used vintage Rootstein busts to display some more vintage styles.

The show was a much-needed source of inspiration after a foggy few years and it certainly gave us the kick we needed to start thinking forward instead of backwards.

Since the exhibit we have been working on and planning new projects with our clients, some old and some new. We are ready for a creative year of new projects and are very much looking forward to putting these past few years behind us. We are always happy to welcome new clients, so please don't hesitate to reach out to our creative director Sam, at [sam@pelucastudio.com](mailto:sam@pelucastudio.com) and we can work with you to realise your hair and beauty needs for your mannequins.



peluca  
studio

Bespoke Wig & Makeup Atelier  
[hello@pelucastudio.com](mailto:hello@pelucastudio.com)  
 +44 (0)7539237017  
 14 Highams Lodge Business  
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sustainable design  
window displays

## Q & A

### DO YOU ONLY OFFER DESIGN SERVICES?

No, we are a full turnkey agency. In fact, one of the things that our clients admire most about us is that we can deliver a project from concept, all the way through to its installation (and removal, in some cases)!

### WHERE ARE YOU BASED?

The countryside is our home and the natural landscape fuels our creativity! We're based in a beautiful converted barn on the outskirts of Leicestershire and we love it. Our central location makes it possible for us to travel to key retail destinations with ease - especially to London where we carry out most of our work.

### WHAT INSPIRES YOUR DESIGNS?

Our design studio is bursting at the seams with talent that consistently creates stunning retail designs, but it is our industry insight and commercial know-how that provides the rationale and relevance to our work. Through our creative curiosity, we gather invaluable insight that informs the creative direction.

### WHAT ARE YOUR THOUGHTS ON THE FUTURE OF RETAIL?

The future of retail is experiential. The future of retail is phygital. The future of retail is sustainable. The future of retail is human-centric!







Braithwaites Jewellers  
Floral display  
Fleur Adamo, York

## Visual Display Training from



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

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

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

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

So here are the basics in a techy way, something that you can do from the comfort of your own home, transposed from a tried and tested live workshop carried out successfully over many years, having helped so many businesses along the way. I've even added subtitles for those who are hard of hearing.

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



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



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

Scan here!

£150.00

<https://bds-myl-onlinestartercourse.thinkific.com/courses/starter-course-in-display>

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

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

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

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

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



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



## Looking for a career in Visual Merchandising?

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

### BDS Certificate in Display & Visual Merchandising



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

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

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

## BDS Certificate in Display & Visual Merchandising

### Distance learning

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

### No fixed start date

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

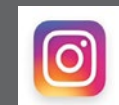
- Pay in full - £475 **SAVE £75!**
- 2 payments, £250 each = £500 total **SAVE £50!**
- 10 payments of £55 per month = £550 total

### 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



**Enrol today at [www.bdsonline.co.uk](http://www.bdsonline.co.uk)**





**Does your company supply the Retail or Visual Merchandising industry?**

**MANNEQUINS · SHOP FIXTURES · SIGNAGE · GRAPHICS  
DISPLAY PROPS · STORE LIGHTING**

**Then why not become a Corporate Member?**

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.

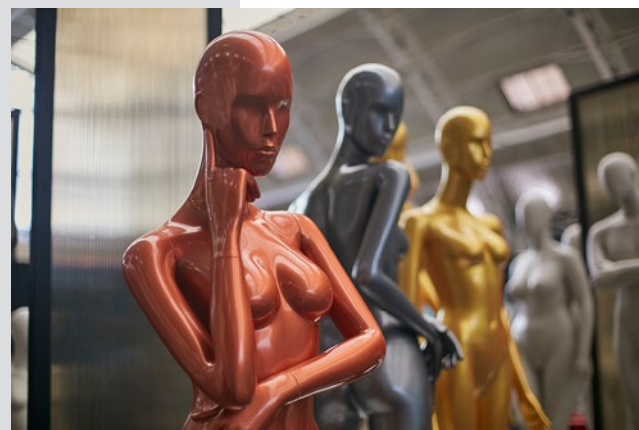
Let's keep retail and visual merchandising alive!

**Introductory Offer:**

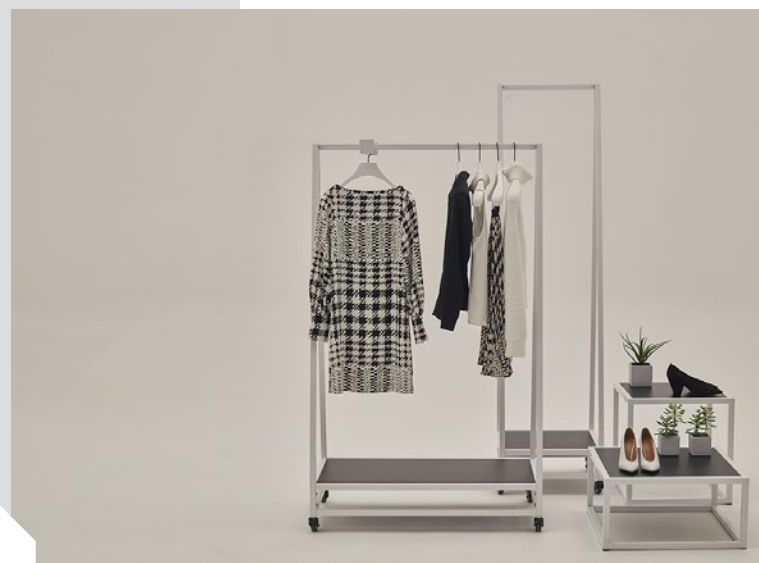
**FIRST year membership only  
£150 – Subsequent years £200**

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follow us...



BY: HOL GROUP  
Piccadilly female mannequin range shown at the VM & Display Show 2019



BY: HOL GROUP  
Westminster furniture range which is available for purchase or hire

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

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

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

**Membership has the following benefits:**

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

*So join The British Display Society TODAY!*

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



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

follow us...





Verve Arvola ABDS

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

[www.skissi.com](http://www.skissi.com)



Barbara Chapman FBDS  
VM Consultant

Highly experienced in the creative, project management, installation and styling of Windows, In-store VM, Press days, Photoshoots, Product launches, Pop ups and New store openings. Coaching, Training & Lecturing.

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Kat MacLennan FBDS

Visual Merchandising strategy, VM implementation, window display design and VM training for store

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I am a Retail Merchandiser for an opportunistic buying platform grocery company in the USA.

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

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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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**Helen Goodwin** FBDS

York

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**IBL Ltd.**

We have over 15 years experience in the retail display industry. Our ability to understand brand recognition has enabled us to establish long relationships working with global brands and creative agencies.

<https://www.ibl.ltd.uk>



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From shop fronts to window displays to interior visual merchandising, product layout and focal points around the store, Creative Download will ensure that creativity is balanced with the commercial requirements of your business.

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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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Design showcases for promoting products in levitation.

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Our focus is on delivering cutting edge quality, style and design alongside a flexible and efficient approach to all aspects of mannequins, visual merchandising and instore displays, always with your vision at its heart.

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**Liz Johnston FBDS**

Kent, Surrey, Sussex and Greater London

My 40yrs experience covers styling windows, interiors and venues

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



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# Meet The BDS Leadership Team



**Director & Chair**  
Iain Kimmins FBDS

Visual Merchandising Consultant



**Vice Chair**  
Helen Goodwin FBDS

Visual Stylist, Creative, and Trainer



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

VM & Store Design Consultant



**Assistant Treasurer**  
Nigel Fisher FBDS

Freelance IT Consultant



**Kat MacLennan FBDS**

Visual Merchandising Consultant



**Director**  
Liz Johnston FBDS

VM Stylist



**Director and BDS Tutor**  
Barbara Chapman FBDS

Creative VM Consultant & Stylist & Lecturer.



**Edward Stammers MA, PG Cert**

Programme Director - Fashion Marketing, Branding



**Paul Symes FBDS**

Design Director at Reynolds/Symes

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.





# VM SPOTLIGHT

**BDS - Representing the Visual Merchandising profession**

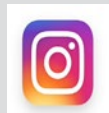
Welcoming Visual Merchandisers  
and companies to join us.  
See our website for all the benefits of  
membership

Lets keep Visual Merchandising alive  
& kicking in this modern retail world

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