

British Display Society  
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# VM SPOTLIGHT

BDS - Representing the Visual Merchandising profession

Issue: 2021 No.2

Looking for a successful career  
in Visual Merchandising and Display design?

Start with the BDS Distance Learning course

**[www.bdsonline.co.uk](http://www.bdsonline.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!



## NEW for 2021

### New revised distance learning course

### 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)**

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## Welcome to issue 2021 -2

### Welcome from the Chairman



Following many months of planning, I am pleased to announce the launch of our new VM Distance Learning Course. It is very encouraging to see new students enrolling for this course, which just proves that there is great interest in the Visual Merchandising industry. While parts of the world are in lockdown, including the UK, this has become an ideal time to learn something new and, in some cases, consider a career change.

Details of the course can be found at: [www.bdsonline.co.uk](http://www.bdsonline.co.uk)

This month's issue features some great store Visual Merchandising/Window Concepts from Saks in New York, Globus in Switzerland and Steen & Strøm in Norway. It's great to see the abundance of retail theatre.

In this issue, we are also proud to showcase the work of the VM students at Dublin College of Technology, Herts College in Ware, Nanyang Poly in Singapore and London College of Fashion. The quality of work is outstanding, and it is so inspirational to see the passion and enthusiasm of these students.

Finally, I am delighted to introduce Karl McKeever and Pablo Roteta onto the BDS Team. Karl McKeever is a revered retail expert. He is founder and managing director of retail transformation agency Visual Thinking. He appeared as an on-screen judge in the UK version of 'The Apprentice', and as a retail expert on three series of BBC show 'Alex Polizzi: The Fixer'.

Pablo is the Owner/Founder of PUCHERO, a London-based Creative Agency offering bespoke Fashion and Lifestyle content creation in Spanish and online consultancy services in Visual Merchandising and Window Display design.

Please do enjoy the March issue of VM Spotlight and the next issue will be published in May.

*Iain Kimmins* FBDS  
*Chair*

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### Newsletter Editor

Elaine Fisher

Please contact Elaine Fisher for details regarding articles and advertisements for future issues

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

### Copy deadline for May issue

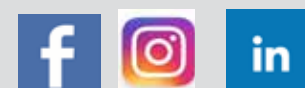
19 April 2021

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

### Chairman

Iain Kimmins

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[iain.kimmins@britishdisplaysociety.co.uk](mailto:iain.kimmins@britishdisplaysociety.co.uk)



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



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

### Associate Member of The British Display Society - ABDS

David Humphrey ABDS

### Corporate Member of The British Display Society

Global Retail Associates <https://global-display.co.za>

Addplus <https://www.windowdisplay.co.za>

*Please note: We do not publish Centre of Excellence student members' details*

**Do you work in the Visual Merchandising industry?  
Or maybe you are a VM student, VM Professional or a Freelancer?  
Why not join The British Display Society?**

It is a great way to network with others in the industry and a great way to advertise/showcase your work in our VM Spotlight E- magazine which is on view to 1.9m people!  
If you are a VM student, then membership is just £20 a year.  
If you are a VM professional or a Freelancer, then Associate Membership is just £40 a year.

**[www.britishdisplaysociety.co.uk](http://www.britishdisplaysociety.co.uk)**



**Debbie Flowerday** ABDS

As someone who has worked in the Visual Merchandising industry for many years, I've attached a blast from the past window from Miss Selfridge 1992, London Duke Street where I worked as a Visual Merchandiser. We were called the Display team as everyone knew what we did, unlike Visual Merchandising which doesn't really give us a creative title we deserve.

When I was asked to write a bit about my experience in Display with a couple of images, Miss Selfridge came to mind because it was probably one of the best times to have worked in Display, Visual Merchandising.

I don't want to dwell on the past but our industry has suffered over the years and like everything things go in circles.

We have seen a lot of shops close over the past few months, but the question is, would they have closed anyway, and will this make us rethink retail in general? Shops will not disappear as we need to touch and feel to have the shopping experience which online can't give us.

Visual Merchandisers will always be needed to create great windows, mixing technology with good dressing we all need to evolve but the basic structure and technics of dressing a window should still be applied.

The other image I have chosen is Galeries Lafayette Paris. I took it a couple of years ago and it was so entertaining. I was totally engaged with the mechanics of the sock-making and the layout of the window was perfect – it reminded me of Selfridges who are always pushing boundaries.

There will a lot of opportunities in the future, new stores will open and with that will come new retailing ideas, more exciting collaborations and stronger visual links to online VM with clever styling.

Debbie Flowerday ABDS  
Freelance Visual Merchandiser Consultant & Associate Lecturer at UAL





## Harvey Nichols - London

The new store windows at Harvey Nichols in Knightsbridge have been unveiled

"Unlock the store & shop from home", "Bring the store to your door" and "Escape the everyday at Harvey Nichols"

This is certainly retail theatre with its dramatic windows. Despite installing the windows during the UK lockdown in January, it is good to see that stores are keeping their store windows fresh, exciting and interesting. You never know who is walking past those windows.





## Saks - New York

NEW YORK January 2021

Saks Fifth Avenue has unveiled a Barneys at Saks experience on the fifth floor of its iconic New York flagship. The expansive 54,000-square-foot department is the ultimate destination in New York City for discovery, the unexpected and fun in luxury fashion with a powerful roster of emerging and established designers as well as rotating pop-up shopping experiences.

"We are excited to bring Barneys at Saks to life in a way that is relevant for today's luxury consumer with a strong focus on discovery and the unexpected," said Tracy Margolies, Chief Merchant at Saks Fifth Avenue. "As an extension of Saks' current luxury offering, Barneys at Saks will offer unparalleled fashion from a wide range of emerging brands alongside labels that Saks customers already know and love. We look forward to welcoming our customers to this inspiring destination, where we will continue to cultivate up-and-coming designers and offer unique ways to experience fashion at Saks."

Saks is the exclusive Barneys New York retail stores and ecommerce destination in the U.S. and Canada through its agreement with Authentic Brands Group.

"We are excited to activate the next phase of our Barneys New York strategy in the form of a new shopping experience at Saks," said Jarrod Weber, Group President, Lifestyle, and Chief Brand Officer at Authentic Brands Group, owner of Barneys New York. "Barneys is an iconic, luxury brand. The launch of Barneys at Saks is a seminal moment to reignite the brand for the future within the current luxury retail environment."

Barneys at Saks offers a thoughtfully curated fashion-forward and of-the-moment mix of emerging and established brands — 16 of which are new to Saks. A sense of wonder is created on the new floor through an airy, bright open-floor plan, and an ever-evolving assortment that is both eclectic and culturally relevant.



With thanks to: Raylin Diaz, Visual Windows Director, Saks Fifth Ave, New York

Photo credit: Luis Guillén

# Barneys at Saks Launch Pop-Up & Window Installation

The Barneys at Saks experience will regularly evolve, bringing new and engaging products to life through compelling activations. To celebrate the launch, Saks partnered with a variety of emerging designers to create customized mini shops that speak to each brand's identity. Featured brands include Anna Mason, BruceGlen, Fear of God, Loulou Studio, Ree Projects, and Reese Cooper. The pop-up marks the first-time men's and women's merchandise will live together on one floor in the New York flagship, creating a first-of-its-kind shopping experience at Saks.

Select designers are also featured in Saks' iconic Fifth Avenue windows in a special installation dedicated to the debut of Barneys at Saks.



With thanks to: Raylin Diaz, Visual Windows Director, Saks Fifth Ave, New York

Photo credit: Luis Guillén



# LUIS GUILLÉN

## Professional Photographer New York

The past few issues of VM Spotlight we have featured the worldwide famous department store Saks in New York who have installed some stunning window concepts. The New York photographer Luis Guillen has had the opportunity to capture the retail theatre of these stores with some stunning photographic images.

We caught up with Luis to hear about his career.

**Tell me more about your career. Where did your interest in photography come from?**

My father bought a film camera for himself which he never paid much attention to. He knew I wanted it and when I turned 14 years old he gifted it to me. From then on it became my medium.

**Where did you study?**

I got my Bachelors degree in graphic design at Kean University, New Jersey; and although that's not the path I chose to pursue professionally after graduation, it equipped me with a strong base for the photography work I do today.

**Was it an easy decision to work for yourself?**

It was an easy decision as I felt confident in my creative path and professional independence. As with any new endeavour there are always uncertainties. However, when you passionately enjoy what you do, taking the risk is always worth it.

**Do you employ any staff?**

I only employ an assistant for the window display photoshoots that take place on location. For beauty, fashion and portrait photoshoots I work with a full of team (hair, makeup, fashion stylist and assistants). What would you say is your average week in terms of office work/studio work/ going out on location?

**What are the highlights of your working week?**

My week is very versatile and I spend most of the time editing images on my desk. My week can get very busy or very relaxed which in that case it allows me to work on my personal projects. Most of my retail photoshoots are on location and that makes it more dynamic. The highlight of my work is in the shooting aspect as I focus solely on the subject whether it's a space or a person. Photography is very grounding for me.

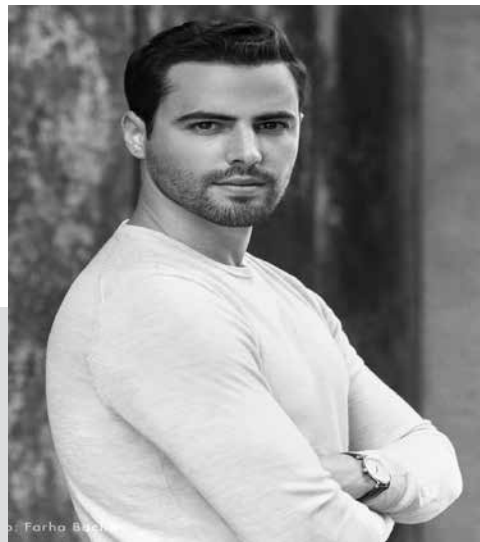
**I have noticed that you photograph many retail stores in New York. What are the great stores that you have an opportunity to work with and why?**

The majority of my commercial work revolves around windows and retail spaces for fashion companies/stores. Saks Fifth Avenue is and has been a great client to help me expand my body of work in the field. I enjoy witnessing first hand the creative ideas and process as the company evolves with time. In addition to other retail clients I also work with production companies that are linked to retail projects.

**Our VM Students are the various colleges will be studying photography as part of their Visual Merchandising. Do you have any tips or suggestions for any of them who want to specialise in photography?**

My best advice to any photography student or enthusiast is to shoot constantly, find your niche and expand on it. Try different methods and approaches. Lighting is everything!

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



## The Evolution of Visual Merchandising in this new decade

*To our dear Visual Merchandising friends around the world*

The global pandemic has indeed impacted the economy, especially in the retail industry where tourism is a standstill. With the vaccines already available in many parts of the world, we should be starting to see retail recovery by end of Q3, beginning of Q4 this year. And I foresee countries opening up their borders for tourism with new travel rules.

While we are in the midst of waiting for recovery to take place, I urge all VMs to take this opportunity to upgrade your skills. Attend short courses on graphics animation, photography and styling, website design etc. We see an increase of VM recruitment in Asia that requires online knowledge / experience. In the last few years, F&B restaurants, grocery store, bakery & confectionery industries have been recruiting creative VM to help them make a difference in the competitive environment.

For peers that have more than 20 - 30 years of experience in the VM industry, it's time to engage & give back to your local retail community. Offer your expertise and services to those who is hungry to pick up a new skill .

To conclude, time is running short, prepare yourself for the post pandemic recovery.

Reach out if you need to speak [seetandy@hotmail.com](mailto:seetandy@hotmail.com)

Stay Safe and Positive.

Regards,

Andy Seet

*Andy Seet, a Visual Merchandising consultant and trainer in the retail industry. He has worked for many International brands in the Asia Pacific, South Asia and Middle East. His passion in coaching the VM community has won him numerous global awards for retail excellence in VM design and execution. Loves swimming and a huge fan of Singapore Airlines. Andy holds a public appointment with Worldskills Singapore as Chief Expert Visual Merchandising TWG since 2008. 'Enter to Learn, Depart to Serve' is a notion that he believes in giving back to the community.*







**Tell us what attracted you to VM and why you decided to enrol in a VM course?**

My name is Laine Kerolaine Uzulnika and I am a student in final year of Visual Merchandising and Display in TuDublin. Before, I was studying a Fashion Design course in Colaiste Dhulaigh, when I came across the Visual Merchandising course in TuDublin. I didn't know too much about VM but I wanted to study something related with Fashion Design and I thought this course would be something I would enjoy very much and can see myself working in this field in the future.

**Now that you are coming to the end of your studies, what did you find most valuable to learn regarding VM? Something you will always remember and want to share with others.**

I feel that one thing that will always stick with me and I'll remember and use in everyday life, while working in VM is to place things in a triangular shape, always using odd numbers such as 3,5,7 etc., when grouping the objects and to always go with your gut, to never overthink what you are doing, as there isn't a really wrong or right in VM, it just has to be pleasing to the eye.

**What are your plans after graduating and how would you like to use your VM skills?**

My plan is to find a VM job that will allow me to travel, hopefully. Or another plan would be to find a VM job somewhere else in the world, such as Paris, New York or London as I love travelling and would love to combine my job with travel. There are many options available once you have graduated from the VM course, including styling, photoshoot styling or you can study further and gain other appropriate qualifications.

**We are proud to publish your work in the next issue of VM Spotlight.  
Please tell us a bit about a project.**

**What was the brief for the project?**

So, this project started at the start of Semester 1, in late September 2020 and ended in January 2021. It was completely up to us what we wanted to do for the design of this project, but we had to do some research of Grafton Street and the surroundings to come up with our ideas, as this store is meant to be located on Grafton Street. It also had to be an Irish design shop, and include a pottery/glassware section, linen section and an art section. You can see in the pictures that I had included all three. I had an art wall, and then I mixed my pottery, glassware and linen throughout the store, giving the store a nice flow and a mix of products throughout.

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

At the start I found it difficult to come up with designs, I knew I wanted the store to look a little different than the usual Irish Design store, as I personally love more modern looks in stores. I was inspired to create the big rectangular wall display from some Pinterest images that I found, and then I decided to take the same style and bring it into the café upstairs. Once I had done this it made it easier for me to start coming up with more ideas for design of the store. I wanted to make it all pink and navy from the very start, as I love that colour combination. I also think the white marble floor contrasts the pink and navy walls so much and brightens up the space. Once I had come up with all the colour schemes and some designs, the rest just came to me and I started designing the whole space and started to really enjoy it.

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

What I enjoyed the most was the freedom of doing whatever I felt looked the best and coming up with

cool ideas for the designs of the displays and the actual store. I also really enjoyed the making of the products in SketchUp, I found the whole process of making very relaxing and enjoyable.

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

The most challenging part was understanding the right dimensions of things and understanding how big the spaces have to be for them to be functional and people can get through them. I had no real idea of how retail stores are designed before this project, so the whole research part of that was quite challenging and making sure that the displays are accessible and at the right height.





Student: Lauren O’Gorman



Tell us what attracted you to VM and why you decided to enrol in a VM course?

I always knew I wanted to be part of a creative field, preferably in Fashion. As I grew older, I had a keen interest in combined materials and styling, and I decided to enrol in the Visual Merchandising course because I knew that it possessed all the modules I was interested in. Within the first few weeks of the course, I knew I had made the right decision by choosing Visual Merchandising because I was instantly engulfed in a world of limitless creativity and style and I was learning not only how to become a capable VM but also a designer.

Now that you are coming to the end of your studies, what did you find most valuable to learn regarding VM? Something you will always remember and want to share with others.

It is hard to pinpoint just one valuable learning point from such an engaging course but if I had to, I would say I have two.

Allowing yourself to be open and part of a team is the most valuable aspect I could share with anyone considering studying VM. By combining ideas and assisting wherever you can you are sure to create something spectacular. I think teamwork is the most important skill you can take into a Visual Merchandising job.

Another valuable lesson I learned is to always think about what I am trying to say to the customer in my displays and if it is easy for them to perceive. By taking a moment to stand back and analyse what I have created, as a customer, rather than a Visual Merchandiser allows me to tweak the display to be easier understood.

What are your plans after graduating and how would you like to use your VM skills?

After graduation, I would like to do some travelling and try to work in different retail establishments abroad to gain further experience of how different cultures might alter my style of merchandising. Ultimately, I would love to work as an event stylist to create bespoke, immersive experiences for events such as brand activations, weddings, festivals, etc... I believe the skills I have gained in the Visual Merchandising course will assist me with this greatly.

We are proud to publish your work in the next issue of VM Spotlight. Please tell us a bit about a project.

This project was for me to become the creative director for Acne Studios, my chosen high-end fashion house, and create a window display for both a flagship and a roll-out store using the research I gathered on the brand. After deciding on the finished design, I created the window display entirely on SketchUp, got prices for the props, and made a complete installation guide that would be sent out to the stores as if it was going to be installed.

What was the brief for the project?

For this project, we were each given a high-end brand to thoroughly research and become very aware of all aspects of it. We were then asked to create a window display for the brand based on our research, create an installation guide and present all our research in a presentation.

I chose Acne Studios which is a Stockholm-based brand that operates in a luxury men’s and women’s fashion market.

What was your thought process behind your solution?

As Acne Studios do not put much focus on their window displays, I wanted to create something that would be instantly recognisable as an Acne Studios design. I chose to use key design features from two

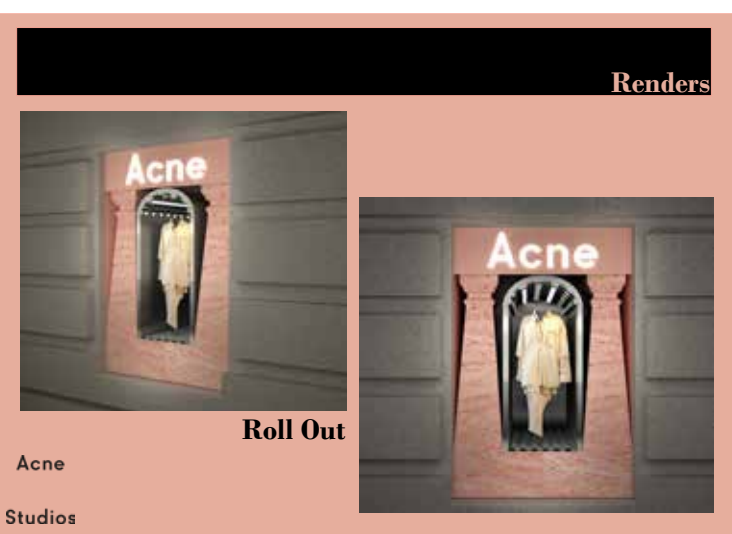
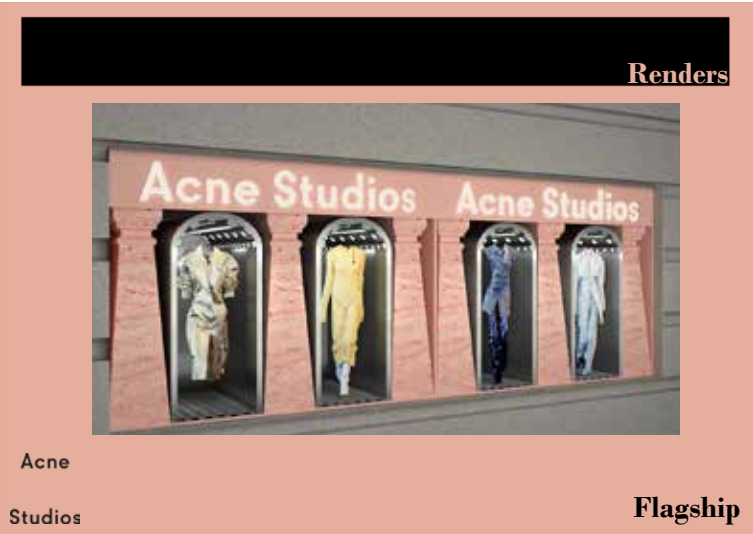
of their outstanding stores, the Milan flagship in Italy and the Norrmalmstorg flagship in Sweden. I decided to amalgamate modern and contemporary stainless-steel arches of the Milan flagship with the Roman style restored marble pillars of the Norrmalmstorg flagship to create a unique design. I used lighting solutions like those of the Milan flagship by Acne Studios lighting artist Benoit Lalloz to add a different dimension rather than regular lighting tracks. Finally, I chose to have the garments in the window look like they were being worn by using custom acrylic mannequin’s underneath that cannot be seen because I wanted to create an idea of movement in the product to add an individual style that I think would mimic the approach of Acne Studios.

What did you enjoy most about the project?

I found this to be one of the most exciting projects I have done in the VM course. Because of recent times our classes, like many others, were completely online which meant I needed to do a lot of self-directed learning. This project helped me to become a lot more confident in working as an individual and create something that was entirely my own.

What was the most challenging part of the project?

It was a little difficult to come up with a lighting solution for the arches in the window. I did not want to lose the shape I had created but I also didn’t want to use lighting tracks because I thought it would take away from the look of the design. After a lot of trial and error, I think I came up with something very original.





Student: Rosie Belle Scully



Tell us what attracted you to VM and why you decided to enrol in a VM course?

I have always had a passion for fashion and interiors and was encouraged from a young age to pursue it. Starting work at 16 in a homeware store I had the chance to create displays and windows with fantastic mentors, sparking my love for VM. Almost six years on and I have a diploma in interior design, and I am currently in my final year of a VM degree.

Now that you are coming to the end of your studies, what did you find most valuable to learn regarding VM? Something you will always remember and want to share with others.

Try to remember that it is okay to make mistakes. You are not going to get everything right the first time around, and practice makes perfect. There is only so much you can learn in a college setting; the best experience is to be gained out working in the real world. Always listen to advice from others, good or bad, I have learned some of my most valuable lessons this way.

What are your plans after graduating and how would you like to use your VM skills?

Recently I started to work as a VM with a great company on the most fashionable shopping street in Dublin. I hope to learn as much as I can in the store and from the team there, and to create some beautiful displays along the way.

We are proud to publish your work in the next issue of VM Spotlight.  
Please tell us a bit about a project.

What was the brief for the project?

The brief for this project was to choose a luxury brand, research the brand and its consumers in depth, and to design a series of 3D virtual windows to launch their Spring/Summer 2021 collection. The brand I chose was Chanel and I designed a window for the London flagship store on New Bond Street.

What was your thought process behind your solution?

I was originally inspired by the S/S21 catwalk at the Grand Palais in Paris. I was surprised at the direction taken in the show as it was very young and fresh, and not the usual look you would expect from Chanel. I found the neon colours and logomania to be particularly interesting, and this is what I based my window around. I incorporated colours from the runway show and I used different reflective materials, so that the colours and lighting would bounce in the window and be eye-catching.

What did you enjoy most about the project?

I loved getting the chance to research a brand that I have always admired. I learned a lot about the history of the fashion house and was able to study the Chanel archives from over the years. When you enjoy something that much it really does not feel like work.

What was the most challenging part of the project?

The most challenging part of the project was probably having to gather all the suppliers and pricing during the lockdown period. Having to work from home rather than being in college made a difference too, but I got there in the end.

ROLLOUT WINDOW  
RENDER



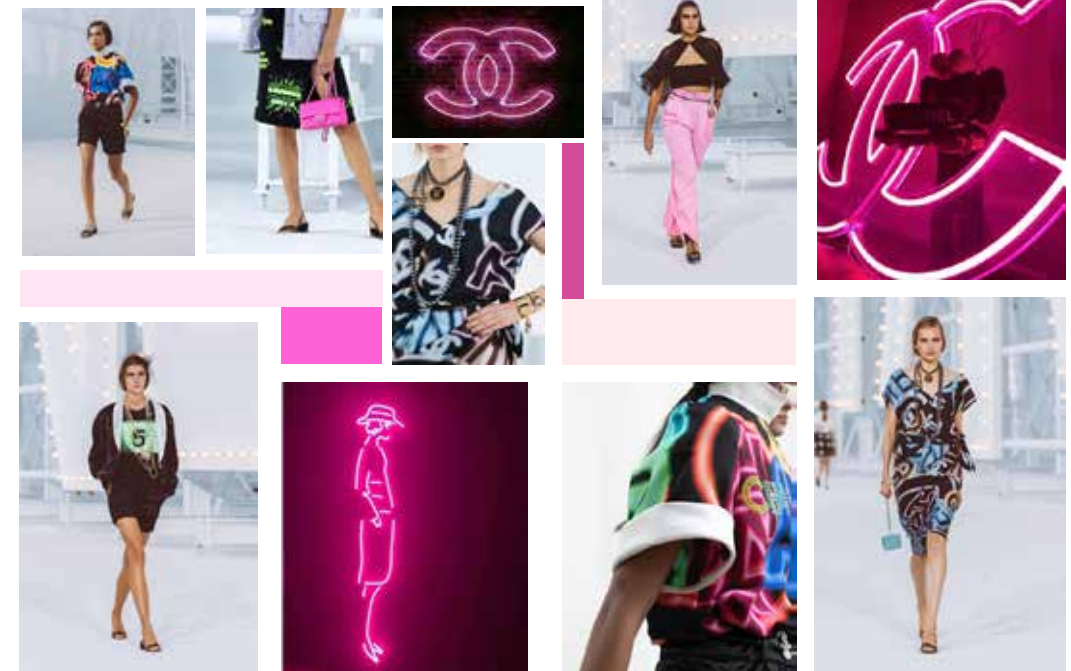
Day Time



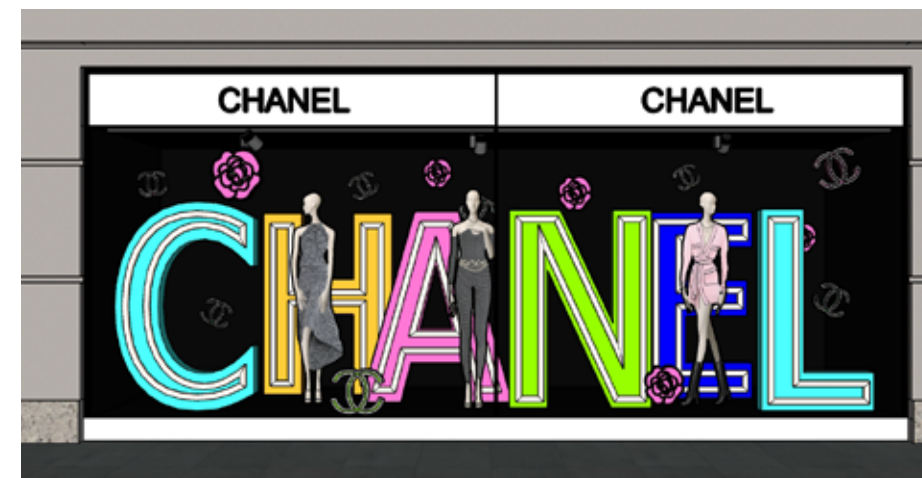
Night Time



## MOODBOARD



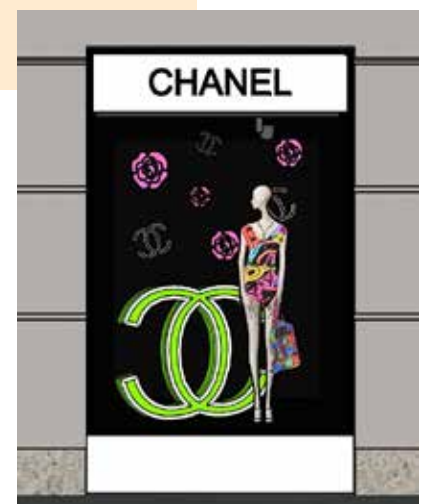
## FINAL DESIGN



LARGE WINDOW

Originally, after watching the Spring/Summer 2021 show I was surprised at the direction Chanel took. I found it to be very interesting and new for the brand, as they seem to be stepping away from their well-known traditional look and are experimenting with new trends. I focused on the neon print and also the 'logomania', and wanted to create something that was fun and edgy, but would still attract the usual Chanel customer.

ROLLOUT WINDOW







**Tell us what attracted you to VM and why you decided to enrol in a VM course?**

After much research into creative courses, VM stood out to me the most. Being able to study and learn how to sell a product or a brand's image through a display is quite an amazing art form. It is the right balance between practical business and creative design. The reason I chose to study in TUD was the range of modules they have available. From homeware and fashion styling to hand and computer aided drawing, to business and design history studies. It covers all aspects. Also, I have a love for fashion and clothing. Being able to style merchandise in ways clients might not have seen before really excites me.

**Now that you are coming to the end of your studies, what did you find most valuable to learn regarding VM? Something you will always remember and want to share with others.**

Coming into my last semester of final year, I have found that with each project or brief I've done, they all carry a skill that I have learnt. Either it being composition, attention to detail or something simple like colour palettes. One skill that seems to stick out among the rest and I think it to be the most valuable is the skill of listening to others' feedback. As designers we always try and produce our best work. But to further our designs we must listen to feedback and evaluate others' opinion. In a real working retail environment, the work we produce is being judged constantly and we need to evolve with the feedback given. If feedback is negative, we have to remember that it's not to be taken personally.

**What are your plans after graduating and how would you like to use your VM skills?**

I feel after graduating there are so many routes and options to follow. I plan on travelling and working in the VM field abroad in other countries and get a different outlook for VM through another perspective. After travelling for some time, I'd like to study VM on master's level. My dream job would be to one day work my way up to a creative director role of a VM department for a company. To be able to work with a team of like-minded people and create designs for a company, really excites me.

**We are proud to publish your work in the next issue of VM Spotlight.**

**Please tell us a bit about a project.**

**What was the brief for the project?**

The project I have submitted was for a fashion and branding module. Each student had to investigate a brand of their choice. Each brand was to be researched in great detail in terms of values and their target market. With this research a 3D virtual model of a window installation had to be designed for the brand's flagship store launching their spring summer collection.

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

My chosen brand was Balenciaga. The brand has become a powerhouse in the high-end world of fashion and are changing the game with each season they are releasing. For my design I wanted to create a sleek, edgy, modern design that included a pop of colour. The clientele of Balenciaga are always looking for the next best thing and I wanted to create something never seen before. Due to the length of the space, I wanted the rods to lead the viewer along the space, with the mannequins integrated along the way.

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

I enjoyed the creative freedom I had in my designs. As a visual merchandiser, the more creative and bold an installation is, the greater the response will be from your target market. Also, I liked incorporating the colour of the pipes into the styling of the mannequins.



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

The biggest challenge for me was making sure that I was always staying true to the brand and that I was appealing to the target market. I felt I had to change ideas due to this and I am glad I was able to take a step back and view what I was doing.





**Student: Aoife Sheridan**



**Tell us what attracted you to VM and why you decided to enroll in a VM course?**

I've always loved art and fashion and have had a great interest in interiors. I felt VM incorporates all my interests. I love the creative side of designing and making displays.

**Now that you are coming to the end of your studies, what did you find most valuable to learn regarding VM?**

My college studies have encouraged me to be as creative as possible when it comes to VM and push the boundaries. Retail is a highly competitive environment and I feel I have been equipped with the knowledge and skills to design for this.

**What are your plans after graduating and how would you like to use your VM skills?**

My plans are to work as a VM after graduating and possibly doing further studies to add to my skill set.

**Please tell us a bit about a project. What was the brief for the project?**

The brief was to design a proposal for a retail outlet that specializes in contemporary Irish craft & design in Grafton Street, Dublin. When designing the store, we had to choose between a focus on the urban streetscape or inspirations from nature in St. Stephen's Green. We had to convert the retail unit provided into a concept store with a strong identity based on cutting edge design.

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

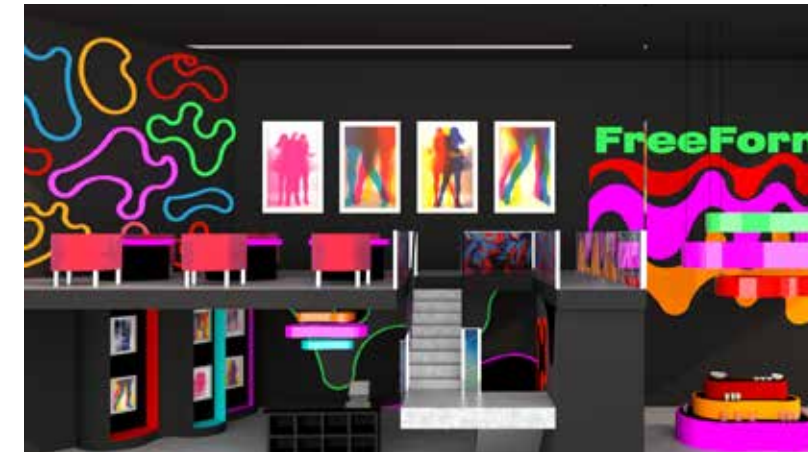
I chose to base my design off inspirations from nature in St. Stephen's Green. I was particularly inspired by the abstract shapes found in water reflections and bark on trees. I wanted to design a space full of abstract shapes and organic forms. As my research developed, I was influenced by the work of Verner Panton, one of Denmark's most influential furniture and interior designers in the 20th century. His experimentation of designing entire environments using vibrant colours and radical and psychedelic interiors is what really stood out to me. I chose to use bright vivid colours in my retail space contrasted against dark charcoal tones.

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

I really enjoyed coming up with the concept and design of the store. From making inspiration mood boards, creating original fixtures, deciding on colour schemes, finding products and prints to match and so on. It was a project I really enjoyed working on at every stage.

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

The most challenging part was creating certain aspects of the retail space in Sketchup. Some fixtures and products were difficult to figure out how to make.





## Jennifer Reilly

Third year VM student at the Technological University Dublin

**Tell us what attracted you to VM and why you decided to enrol in a VM course?**

I have always been passionate about art, design and everything creative my entire life. I was initially interested in fine art and interior design until I went to the TU Dublin open day and instantly fell in love with the visual merchandising and display course and decided this is definitely the right career path for me as it combines elements of everything I enjoy and provides me with an outlet to convey my creativity in new imaginative ways.

**Now that you are coming to the end of your studies, what did you find most valuable to learn regarding VM? Something you will always remember and want to share with others.**

One of the most valuable lessons is the importance of working as part of a team and to make sure all ideas are heard and on the table. One idea no matter how small can completely revolutionise a good idea into a great one. Another thing I would share with others is that attention to detail is key, no detail is too small or irrelevant as it all contributes toward the overall finish of the design/display.

**What are your plans after graduating and how would you like to use your VM skills?**

I'm very excited to graduate and begin my journey into the world of visual merchandising. I am open to many career paths but I plan on first pursuing a retail visual merchandising position. I wish to work with a company which hold good values with a strong team orientated environment that encourage out of the box thinking and allows me to utilise my creativity in new innovative ways.

**We are proud to publish your work in this issue of VM Spotlight.**

**Please tell us a bit about a project.**

**What was the brief for the project?**

This project was for the Retail design module and the brief was to design a proposal for a retail outlet on 48 Grafton Street, Dublin 2, which is currently a Vodafone retail outlet. Visit the existing site and familiarize yourself with the space and also familiarize yourself with the Grafton street area, observing its architecture, researching its history and environs. You are required to sketch forms on location and develop concepts in notebooks. You can choose between a focus on the urban street-scape, or inspirations from nature in St. Stephen's Green. Convert the retail unit provided into a concept store with a strong identity based on cutting edge design. The retail unit specializes in "Contemporary Irish Craft & Design" for the homeware sector consisting of three product lines: 1. Earthenware/Pottery/Glass section 2. Linen section 3. Art & Print section Convert the space assigned into a retail unit with a strong identity based on your chosen concept. Use Sketchup/Vray to produce dynamic visuals of the interior.

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

I was inspired by St. Stephen's Green and the nature within, the water in particular and the beautiful shapes and movement it created. I also took inspiration from the beautiful small bowls I came across in the Irish Design Shop created by silversmith Cara Murphy. I wanted to combine the natural shapes I found within the water with an overall sleek contemporary finish to my design, and celebrating Irish art, craft & design.

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

The most challenging part of the project I would say was working with circular shapes in Sketchup as they are not the easiest of shapes to work with but I enjoyed the challenge and all the new skills on that I learned along the way.

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

I thoroughly enjoyed the whole design process, from the research, design sketching, problem solving and working in Sketchup and Vray, but what I really enjoyed most was seeing it all come together as a whole and creating something that I was very proud of. This was definitely one of my favourite projects to work on as it challenged and excited me to learn a lot of new skills in Sketchup and Vray





## HERMÈS Bloom

A 'Flower in Bloom' creating fresh uplifting flowers for the flagship stores in Madrid, Barcelona and Marbella.

Acierta worked closely with the artist Ana Dominguez whose painted flowers came to life in a 3D form.

Each flower went through its own unique process with delicacy and precision to keep the flower as realistic as possible.

Analysing the form our "materialists" studied each unique aspect of the flowers. Each Peony petal was hand crafted to achieve transparency and shaped, no one the same. A true protagonist in the windows. Next in the process was creating the petals lightness and the tone of colour. This was achieved in delicate spraying techniques resulting in the beautiful blush pink tones.

Each of the flowers centre has a realistic pistil these individual filaments were connected to the base. Making sure we produced as many pistils to petals, keeping with nature as possible. The Poppy petals form was moulded and shaped from PET which afterwards will be recycled. The red petals have a luxurious silky finish to the eye which is achieved by spraying and sanding down each piece. Finishing the effect on the petals with a gorgeous satin sheen feel.



# ACIERTA

@aciertaretail  
aciertaretail.com  
<https://vimeo.com/aciertaretail>



## Loewe Ken Price Goya

Loewe's flagship store in Madrid was a riot of colour inspired by the latest Ken Price collection. Each window had a Ken Price theme to coordinate with the product.

Running along the top of the facade was a technicolour dream of leaves. Natural palms were given a makeover with bright primary colours. The leaves were hand painted in vivid hues and then tied in mixed colour groups in abundance. This created an explosion of colour outside that connected with the scene of colour inside the windows.

Each palm stem had environmentally powered bulbs entwined through to highlight the scene at night.



# ACIERTA

@aciertaretail  
aciertaretail.com  
<https://vimeo.com/aciertaretail>



## New Le Silpo supermarket with design inspired by Circus!

I have never seen anything like this before.....a circus themed grocery store.....Love it or Hate it

The new store is designed after animal-free circus arts. The façade is decorated with vintage circus figures. The walls are covered with images of circus acts and its flamboyant history: equilibrists jump around and a hot air balloon floats under the ceiling.

By the entrance, there is a dynamic installation inspired by Globe of Steel, featuring a Silpo's electric delivery scooter.

Silpo is one of the largest Ukrainian chains of grocery stores in Ukraine. Founded in 1998, it is part of Fozzy Group, one of the largest retail and industrial groups in Ukraine.

I'm absolutely inspired by the team who have designed, manufactured and installed such an incredibly complex store.



Pics and text, courtesy of Steve Lister

Global Retail Sustainability Strategist - Sustainable Materials Innovator & Influencer - Head of Sustainability POPAI UK & Ireland



## Nordstrom – New York

Our talented visual team refreshed our store with a theme of black and white geometric and abstract patterns, creating A great backdrop for our Spring fashion.

Pics and text courtesy of Chris Wanlass VP/General Manager Nordstrom New York





## Making connections during the pandemic



We all instinctively crave human connection, I miss the buzz of meeting new people, chatting to strangers, hearing their stories. In a time when it is impossible to meet face to face or experience those chance encounters how can we link with people?

Top Drawer is a design led trade show bringing together 100's of designers, products and buyers in a festival buzzing with conversations, meetings and inspiration, which for obvious reasons is not possible right now. The team have done a brilliant job to replicate this community in an online format, creating a digital platform which connects brands and buyers providing inspiring live content including product launches and industry lead seminar sessions.

I was invited to be part of a lively panel discussing retail trends and key points independent retailers should consider when shaping their 2021 retail strategy.

We discussed:

- Innovation in the physical space, how store design and visual merchandising is critical in creating exciting spaces that customers want to enter and shop.
- The rise of exceptional customer service through the implementation of great VM, elevating store teams to brand ambassador roles, and building a community
- How online and the retail space needs to merge and work together including using VM principles when creating online stores
- The importance of being agile and flexible, trying out new ideas, listening to customers and changing the store and window frequently

My fellow panellists were fantastic, and I definitely got my 'meeting people' fix although I can't wait until September when we can do it again in person. Would you like to meet for a coffee?

*Kat MacLennan ABDS – Visual Merchandising Consultant*

Working with brands to shape their VM strategy, design window concepts, and train store teams

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<https://dottodot.work>

@Kat\_MacLennan

TOP DRAWER  
ON DEMAND

## RETAIL TRENDS: 5 TIPS TO HELP SHAPE YOUR 2021 RETAIL STRATEGY

Fran Sheldon  
**Futures Forecaster**  
Jenny Espirito-Santo  
**Founder of Mind The Cork**  
Kat MacLennan  
**Visual Merchandising Expert  
& Founder of Dot To Dot**



## RETAIL TRENDS: 5 TIPS TO HELP SHAPE YOUR 2021 RETAIL STRATEGY



R

RETAIL/FEST



## Keep window displays fresh

With the UK going into lockdown in early January, it was paramount that retailers kept their window displays fresh and up to date.

At Edit, an independent retailer in Petts Wood, Kent, despite being closed they continued the 'click & collect' service. In order to drive traffic to the Edit website ([www.edit-uk.com](http://www.edit-uk.com)) as soon as Christmas was removed a Valentine concept was installed immediately.

With a strap-line of "The Love Delivery", Creative Download devised a cost-effective concept using Royal Mail sacks filled with boxes in brown wrapping paper and a post trolley crammed with merchandise.

The owners Cal & Lily James realised that it was important to keep the store windows exciting to capture the attention of potential customers who were driving past or simply out for a walk as part of their daily exercise.





## Hertford Regional College, Ware Campus Foundation Degree, Visual Merchandising, Student Work

### Ariane Irtelli

Tell us what attracted you to VM and why you decided to enrol in a VM course? I always knew that I wanted to be in the creative industry, I studied art at both GCSE (A\*) and A level (A) and I thought that the next part of my journey would be to complete a Fine Art degree. When I completed my tours of various courses, I found the Foundation Degree Visual Merchandising course validated by University of Hertfordshire; I attended the open evening and knew this was something that I wanted to do. I could continue using my artist skills but could develop these with a different set of skills. I was interested in the live briefs and work placement opportunities that the course offered.

Digital marketing can be seen as being increasingly more important than traditional visual merchandising. Do you find VM to be still relevant to the future of retail?

During the pandemic, online shopping has become the norm and after this is over, we may lose some well-known stores. For the High Street, the traditional visual merchandising will be even more important to attract customers into the town and to their stores. We may also see a change to how traditional visual merchandising is used but will still be relevant to the future of retail. It is possible that we will see a synchronisation of traditional and digital marketing; customers still enjoy live retail viewing but their experience of online retail during lockdown could now be seen to enhance the purchasing process.

Now that your you're coming to the end of your studies, what did you find the most valuable to learn regarding VM? Something you will always remember and want to share with others.

The most valuable lesson I have learnt during this course is how to work with real clients; this is invaluable as the theory of a degree is great but the opportunity to work with large companies such as Tesco, gives real business experience and more employability prospects.

What are your plans after graduating and how would you like to use your VM skills?

After graduating from the Foundation Degree, I will be completing my BA year in either Fine Art or Visual Merchandising; whichever I decide on I am certain the skills I have learnt during my course will help me in my chosen path.

What was the brief for the project?

This project was a live brief with Tesco Space, Range, and Merchandising to design a food promotion concept around the theme of 'Modern Barbecue' for summer 2021 that can be adapted to a variety of store sizes. Looking at the current trends of BBQ food and how this market has progressed, ultimately developing a new, exciting BBQ concept. The concept needs to consider ease of shop for the customer and strong visual appeal. The concept needs to include shop floor layouts, brand identification, materials and finishes, graphic applications, colour schemes, and styles.



What was your thought process behind your solution?

My concept for the Modern Barbecue started with the idea of restrictions around COVID-19 and how we could safely have family or friends at a BBQ outdoors. My concept is built on this idea, but also works past COVID. This new barbecue meal kit, pick and mix, is to create your own kind of BBQ! This range is for either individual or twin packs, and comes with the main, side, burger buns, and a drink for the customers to buy for their own barbecue. Here is a selection of images of how the final campaign 'My kind of BBQ' will be applied to communicate the message to the customers.

What did you enjoy most about the project?

I enjoyed experimenting using encaustic hot wax art: I used these to make the stencils for the branding throughout the concept, and with making the 3D model of the store concept. I also enjoyed presenting my concept to the Course Leaders and Tesco Directors, and receiving their feedback, especially as I was lucky enough to gain a work placement with Tesco Space, Range, and Merchandising.





## Hertford Regional College, Ware Campus

### Foundation Degree, Visual Merchandising, Student Work

#### Georgia Ingrey

I was attracted to Visual Merchandising through my slight insight from working in retail, enabling me to create colour stories, grouping complementary colours and general merchandise together in order to make the shop look appealing to customers, whilst also offering an experience. Being given my own area to merchandise within gifts, was highly rewarding and a great satisfaction, which sparked a flare within visual merchandising.

I was also drawn to the course through the many opportunities Visual Merchandising has to offer, understanding that my Visual Merchandising Foundation Degree validated by University of Hertfordshire would enable me to gain the necessary experience for a multitude of job roles, whilst having the necessary experience to work with major companies within the Visual Merchandising industry.

Despite the effects of Covid-19, I believe Visual Merchandising is still relevant for future retail: with its importance to keep the High Street alive, its proven ability to increase store sales, and create an experience for customers that digital marketing cannot always offer. Offering an experience to customers after lockdown may be even more important than ever, looking to uplift customers' spirits with the hardships many people have experienced throughout 2020, whilst encouraging customers back to shops, as they have been closed for so long.

I think the most valuable thing I learnt within my studies is that it's important to 'trust the process'. Things aren't always perfect first time, which highlights and allowed myself to understand and appreciate the importance of the necessary teamwork skills, display techniques, and communication skills I have learnt from studying Visual Merchandising, in order to create a successful outcome.

After graduating I plan to explore various job roles offering my experience thus far, and putting my Visual Merchandising skills into practice within industry, whilst furthering my knowledge even more with increased experience and practice. I would like to experience window dressing, assisting design as well as curation; all areas where my critical thinking, teamwork, and creative skills can be used effectively.

With my passion for creativity and helping others, another job role I would like to explore would be teaching, sharing my skills and knowledge with students, whilst watching them grow in confidence as an artist or designer.





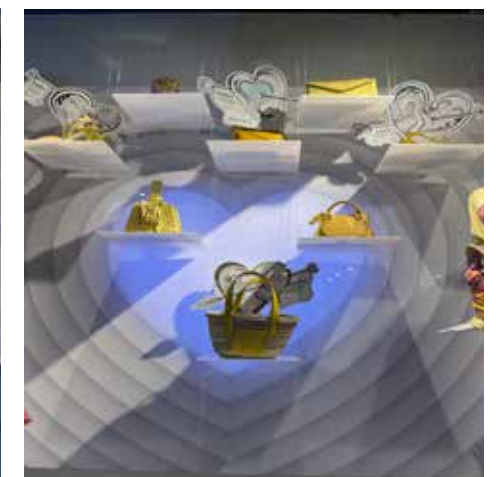
## Neiman Marcus

We have never had the opportunity to feature the store windows of Neiman Marcus in the VM Spotlight magazine before. This American based department store group have developed some great inspirational "Love Yourself" windows for Valentines. These windows are so striking with the printed graphics and the fantastic mannequin poses. As we know, store windows are all about creating retail theatre and giving the customer something to remember.

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



The Love theme is carried through all the store windows at Neiman Marcus stores.



Graphics and Photo's courtesy of Maryam Aziz – Visual Designer at Neiman Marcus Group



# Patty Carroll

Here at the BDS we are always on the hunt for something unusual, something different and something that attracts the wow factor for our readers. It was by chance that we came across Patty Carroll.

Patty Carroll has been known for her use of highly intense, saturated colour photographs since the 1970's. Her most recent project, "Anonymous Women," consists of a 3-part series of studio installations made for the camera, addressing women and their complicated relationships with domesticity. By camouflaging the figure in drapery and/or domestic objects, Carroll creates a dark and humorous game of hide-and-seek between her viewers and the Anonymous Woman. The photographs were published as a monograph, Anonymous Women, officially released in January 2017 by Daylight Books, and most recently Anonymous Women: Domestic Demise published in 2020 by Aint-Bad Books.

Patty Carroll has her BFA from the University of Illinois, Champaign-Urbana in Graphic Design, and her Master of Science (MS) in Photography from the Institute of Design at IIT, Chicago. Since leaving graduate school, in 1972, she has taught photography continuously at the University level, both full and part-time. Carroll was Adjunct Full Professor at School of the Art Institute of Chicago until 2014, and previously taught at Columbia College in Chicago, The Institute of Design at IIT and the Royal College of Art in London, as well as other universities. Carroll is an Adobe Certified Instructor in Photoshop. She has participated in numerous groups and one-person exhibitions and has work in several museums internationally.

Patty's work can be seen on her Instagram site plus her website:

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



PHONEY



CANNED



GOLDEN GIRL



SPRING STRIPES



ACCESSORIES



CAKE CANDLES

See more at:  
[www.pattycarroll.com](http://www.pattycarroll.com)



## Selfridges – London A Return To Nature

On show 16th – 31st January at Selfridges & Co. Oxford Street, London.

At a time when galleries, museums and shops are shut, I'm pleased to announce that Selfridges & Co. will be hosting A Return To Nature.

Celebrating the preciousness of our environment – and the need to protect it, we invite you to discover the work of photographers Marco Kessler and Cameron Bensley as part of a special exhibition across all the windows of Selfridges flagship store, making a safe and accessible outdoor show for Londoners throughout Lockdown.

Previously recognised by The Sony World Photography Awards and currently supported by GRAIN and Arts Council England, this series by Marco Kessler looks under the surface and examines the hidden landscape of agricultural spaces, looking at cyclical changes and the relationship between chaos and control in the natural environment.

In the polytunnel, the seasons are stretched and softened under the polythene skin and minute changes, which compound over time, transform the landscape as they develop creating its own cosmos.

Layers of algae form over the weathered plastic; self-seeded wildflowers establish themselves in the cracks of the structures and networks of animal nests are exposed as crops are changed.

The work was produced at different stages throughout the annual cycle of planting, growing, harvesting and lying fallow; following both the passing of seasons as well as the changing relationship, where nature fights to establish itself within a cultivated plot.

For further information or press images please contact:

Marco Kessler

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

[contact@marcokessler.com](mailto:contact@marcokessler.com)









## Topman Topshop

As we are aware sadly it is the end of the road for Topman and Topshop.

Tim Whitmore with over 30 years Visual Merchandising experience is showcasing just a few concepts over his 14-year career as VM & Creative Director with The Arcadia Group.

Topman was a UK-based multinational men's fashion store chain founded by Burton in 1978. Along with its women's clothing counterpart Topshop, Topman was a subsidiary of the Arcadia Group when it went into administration in late 2020. The brand was purchased by ASOS on 1 February 2021.





## Jades

In February, the fashion retailer Jades in Dusseldorf, Germany featured mannequins from Genesis and furniture from Memphis Milano in their store windows.

The Memphis Group, also known as Memphis Milano, was an Italian design and architecture group founded by Ettore Sottsass. It was active from 1980 to 1987. The group designed postmodern furniture, lighting, fabrics, carpets, ceramics, glass and metal objects.

Store: Jades Men  
[www.jades24.com](http://www.jades24.com)

Furniture: Memphis Milano  
[www.memphismilano.com](http://www.memphismilano.com)

Concept/Realisation:  
Domagoj Mrsic

Mannequins: Genesis Mannequins  
[www.genesis-display.com](http://www.genesis-display.com)

Photos: Uschi Fellner





## Interview with Shaun Prickimage- iDeer

Leytonstone presented a series of magical pop-up lighting displays throughout last December. Local artists, Greenaway and Greenaway, worked with the Council to create projections and light installations to bring life and joy into Leytonstone Town Centre. iDEER2.0 conceptualised & created by Greenaway and Greenaway

Shaun Prickimage was invited to help bring the iDEER2.0 creatures to life via 'WALKABOUT Projection' 3D interactive performances give a fully mobile 'Projected Augmented Reality' experience, creating disruptive pop-up performances in any environment. A form of digital puppetry, utilising small video projection systems that are manipulated to allow real time interactions. A light projected 'host' or character leads guests around a trail.

### Light Up Leytonstone

The light show included the return the ephemeral iDEER2.0, allowing passers-by to glimpse the elusive Fallow Deer that roamed across the town centre. This latest event built upon the previous year's iDEER projection show, which was a much-loved addition to High Street ADVENTures in Walthamstow. This magical experience allows people to reconnect with the majesty and wonder of the nature on their doorstep. The event was very popular, especially with families with young children who were so drawn to the deer and friendly wolf would also make an occasional appearance.

Visitors will also spot some bespoke interventions in empty shops, which will host Future Festive Forms, a series of abstract light treatments celebrating sparkling festive symbols, in the form of projections and LED installations. Central to the show was St John's Church, that was awash with colour throughout the month of December.

John Abbate from the BDS, was able to see first-hand the light projection installations and found it an engaging way to draw the public to the town centre highstreets. Many shops and streets were decorated for Christmas and the iDEER appearing on shop front facades and on the stone walls of the church, brought life and animation to the festive atmosphere. Children were especially drawn and enjoyed the deer projections. They were able to interact with deer as they were being controlled by the "projection puppeteers".

Although the technology that Shaun Prickimage has developed may be complex, the end result is simple and feels natural. Viewers cannot help but be drawn to the projections and that fact that they move created a lot of excitement for the viewers.

By having more than one puppeteer, they were able to manage the crowds and interact with enough children, so no one felt like they were missing out. As it was live the puppeteers were able to interact with the viewers, but the deer projects remained the object of attention. It seemed as if the performers were the projections and not those who were projecting.

This kind of art installation is what high streets need to create a joyful atmosphere but could be utilised for other occasions and not just Christmas.

For more information see [https://www.instagram.com/ideer\\_greenaway/](https://www.instagram.com/ideer_greenaway/)  
& contact Shaun: <http://www.prickimage.com/>  
[LeytonstoneLovesLocal.co.uk](http://LeytonstoneLovesLocal.co.uk)





Does your company supply the Retail  
or Visual Merchandising industry?

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

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

Let's keep retail and visual merchandising alive!

**Introductory Offer:**

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

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

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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?**

**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 in the VM Spotlight magazine
- The opportunity to have your work published on our Facebook page
- Enhance your professional standing with letters after your name!
- Use of the BDS Logo on your CV and in your Portfolio

**So why not join The British Display Society TODAY!**

Annual fee: £20 for Student membership

Annual fee: £40 if you are working in the VM industry or related professions





## OXFAM

The Oxfam Bethnal Green shop, inspired by a trip up west. Dressed the window with only the Liberty floral shirt and trousers as a reference. The outfit inspired the concept of framed creeping leaves and clashing styling.

NO BUDGET ! NO PRE PLANNING! ON THE SPOT CREATIVE THINKING! SECONDHANDLED WITH CARE!

*David Humphrey* ABDS  
Oxfam Visual Manager





## British Display Society Industry Expert Interview

Barbara Chapman FBDS talking to  
**Matthias Spanke**

In this month's issue I'm interviewing Matthias Spanke, the Founder and CEO of the visual merchandising agency BIG IDEAS who have headquarters both in the USA and Europe.

Matthias is a highly experienced industry expert and has a long 25-year career creating brand experiences of leading retailers worldwide. His expertise covers the development and implementation of successful strategies for the in-store experiences of many leading brands. He is an expert in bricks-and-mortar retail and visual merchandising. He regularly gives presentations and workshops on the retail trends and brand experience. He is also the author of three industry books.

I'm fascinated to understand his journey into this industry and his experiences within it, but also how he views the future of visual merchandising. I think you'll agree, It's a fascinating read. So, Matthias, tell me...

**Q1. Can you tell us briefly about your career path into this industry?**

I was born and raised in Germany and after earning a college degree in design, I completed a vocational training program as window dresser. That was 25 years ago. In 2001, I took on my first management role as Head of Visual Merchandising for a European fashion retailer. Subsequently, I gained experience as Global Head of Visual Merchandising in various international companies such as Tom Tailor and Tally Weijl. In 2009 I started my first own visual merchandising agency serving world-wide renowned brands. Seven years later, I was offered a position by Macy's in NYC as Vice President, Creative Director of Visual Merchandising where I was responsible for the visual experience of the then 605 stores across the United States. Eventually, I founded the full-service agency BIG IDEAS Visual Merchandising, with one office in Europe and one in the US, where I am still based.

**Q2. What different skills did you learn from each of those brands that you worked for along the way?**

Within 25 years I had the opportunity to grow into the different jobs and tasks. I started my career with crafting which ranged from painting to making props. Always with the goal of creating a beautiful decoration. But the job and its tasks have changed: It's no longer about making the stores just look pretty, much more it is about making stores successful and providing an unforgettable customer experience. For instance, at Tally Weijl, with stores in over 30 countries, I learned how important it is to have the sales figures of each region and country as an indispensable part of visual merchandising. Only those who know the preferences and shopping behavior of their customers can make sound decisions in visual merchandising. Through my agencies' worldwide clients, I have also learned about cultural differences and their influences on successful visual merchandising and store design.

**Q3. How did you come about starting your own business?**

Throughout my entire career, there have always been so many jobs and projects I was interested in, but of course I couldn't change my employer every three months. That's when I had the idea of starting my own agency. It gives me the opportunity to work for many different brands and to manage a wide variety of projects – all at the same time. My current role at BIG IDEAS offers a lot of variety and excitement. I also take



*Matthias Spanke  
Credit: Marcel Boldu*

on projects, that to me are not about the money at all, but about the fact that they're fun or that I've always wanted to do them.

**Q4. Tell us more about your business BIG IDEAS and the sort of projects you get involved with.**

BIG IDEAS Visual Merchandising provides retailers from all over the world with full service from strategy development to design and production to global roll-out. There are clients for whom we primarily work on the concept and design. Then there are clients, such as Cartier for whom we produced some of the last Christmas displays and took over the window installations throughout Northern Europe. Thirdly, there are clients like Bang & Olufsen, for whom we simultaneously set up the window displays worldwide – from Singapore and Tokyo to NYC and LA and all over Europe.



*Photo Credit: BIG IDEAS Visual Merchandising*

**Q5. What's your favourite project that you've worked on that was the most successful?**

That's hard to answer, because there are always new and exciting projects that are fun and bring success to our clients. The development of our own trade show stand for EuroShop 2020 is certainly one of my favorite projects of recent years. I had the opportunity to develop something absolutely free and without any restrictions. Our slogan was "Retail Isn't Dead" and my idea was to make the booth look like a church. However, without using Christian symbols like crosses so as not to offend anyone. We printed large baroque windows in grey and black on textile frames and made church pews serving as seating for client meetings. There were also hundreds of LED candles, the slogan as a neon sign and seats on different levels for the perfect selfie moment. This booth had exactly fulfilled its goal: It showcased our services in a creative and humorous way, generated lots of social media posts, and was also picked up repeatedly in the press and on TV.



**Q6. When first moving to the States from Europe, what (if any) differences did you find in visual merchandising processes?**

The US retail market is further advanced in terms of innovation and customer satisfaction. There are already a lot of implemented strategies around 'speed and convenience' in almost any kind of business field. You can find self-checkout and return stations in fast fashion as well as in premium stores. The same applies to 'curbside pickup', delivering the merchandise directly to the customer's parked car – something hardly anyone in Europe had heard of before Covid. In the United States, they just know how to make big things even bigger and better. Ever since I've been living in the US I am approaching things differently: For example, I always think about whether any installation could also provide a social media moment. That's something I wouldn't have thought about ten years ago.

**Q7. How has Covid effected your business?**

Our business stands or falls by the success and failure of our clients. And they are almost exclusively bricks-and-mortar retailers. Many of them are facing major challenges due to consecutive global lockdowns. When Covid hit in March last year, Europe practically came to a stop. But not us. We at BIG IDEAS continued to work and develop strategies on how to bring customers back into the stores and make them feel safe there. Covid has made it even more clear that it is no longer enough to offer merchandise or services in stores, but that stores need to provide an additional customer value. We are doing our very best to help our clients meeting challenges posed by Covid and we are developing strategies and concepts to make the brands more successful in the long run.

**Q8. How do you see retail moving forward after the pandemic?**

In recent years, e-commerce has been steadily growing. And Covid has accelerated this development. Recently, even older generations have chosen online shopping over offline shopping. Now, on the one hand, the advantages of e-commerce, such as speed, convenience and variety, must also be offered in brick-and-mortar retail. And on the other hand, the offline advantages must be increased way further. Stores need to provide added value, such as an unforgettable experience, and they need to become part of the community. I believe that stores of the future will increasingly become so called "third places": places, where customers will spend time besides work and home.

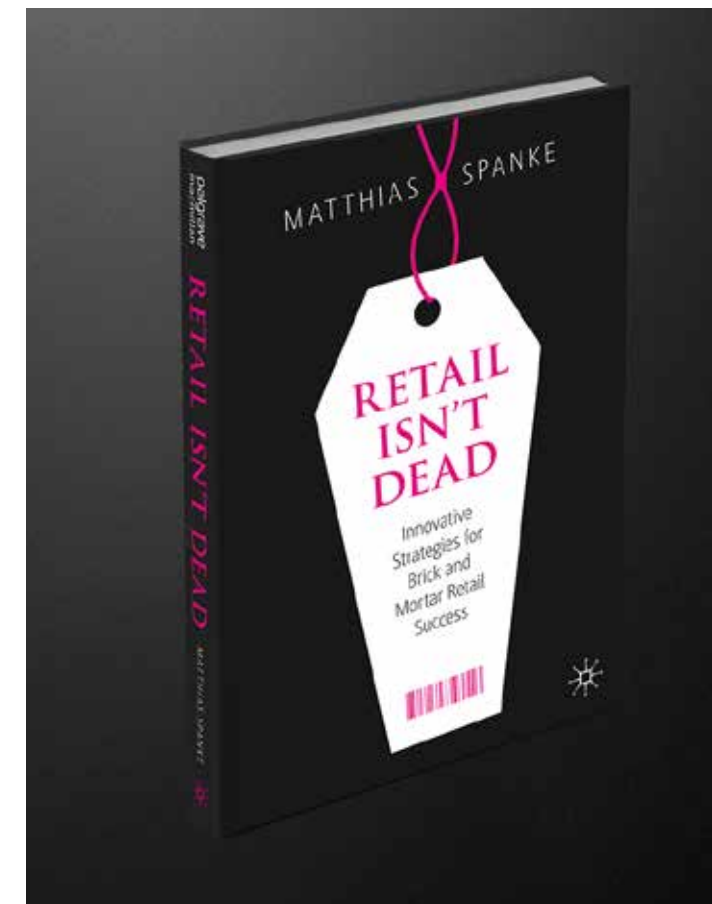
**Q9. You've written three books. Can you tell us more about how these came about and tell us the book titles and publishers? Our readers might be interested in reading them.**

My first book "Successful Visual Merchandising" was published in 2012 and "Easy Branding in Fashion Retail" three years later. Both titles came out in a German edition only. Last year, "Retail Isn't Dead" was published both in English and German. The book will also come out in Korean and Chinese within the next few months. "Retail Isn't Dead" shows what the future holds for bricks-and-mortar retail. There is a large number of steps that can be taken to meet new customer expectations and gain competitive advantages. The most important and innovative strategies are pointed out in this book. These include e.g. new brand experiences, potential applications of in-store technologies, sustainability initiatives, and steps to make online advantages available offline. This book is extremely practical and user-oriented, with a lot of tips and over 50 best-practice examples from all over the world and from a wide variety of industries. The English edition of "Retail Isn't Dead – Innovative Strategies for Brick and Mortar Retail Success" is published by Palgrave Macmillan.



*EuroShop*

*Photo Credit: BIG IDEAS Visual Merchandising*



**Q10. What does the future hold for yourself and BIG IDEAS?**

We intend to continue to grow with the agency BIG IDEAS, but above all in a healthy way. To me personally, it is important to be innovative and to always be extremely timely regarding new trends and developments around the world and in various industries. Many innovations from the food trade or service sector can also be adapted to our fashion clients. Presently, I'm also writing my fourth book, which will be published worldwide in fall-winter this year. It's about the different generations from Baby Boomers to Gen Alpha, and how their lives, mindsets and especially shopping behaviours are changing. In addition, in this book there will be innovative success strategies and even more best practice examples. Since the field of social media and online marketing is becoming increasingly important for us visual merchandisers, I am currently completing a master's degree class in this field.

BIG IDEAS Visual Merchandising

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[info@big-ideas.com](mailto:info@big-ideas.com)

It was an absolute joy to interview Matthias. His passion and love for this industry shone through. We carried on speaking hours after I finished the interview, discussing our shared passion of vm and all things creative. I would love to thank Matthias for taking time out of his busy schedule to chat with me.

Barbara Chapman FBDS

Creative VM consultant & Stylist

<https://freelancevisualcreativeconsultant.co.uk>

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



## EYES WIDE SHUT.....

Maybe it's because I'm a Londoner (actually I'm really a Geordie), that I love London Town, but I have become appallingly 'London-Centric' when it comes to retail creativity. I'm not actually sure when I formed this tunnel vision, but until recently thought that anything remotely creative beyond the North Circular was either 'old fashioned', chintzy or not worth a tufted-shag!

Sometime between lockdowns 2 & 3 and the Welsh circuit breaker, I embarked on a road trip to the market town of Machynlleth in Montgomeryshire (and coincidentally, home to the first ever Laura Ashley). One day in search of 'chunky' chutney, I found myself beguiled, staring lovingly at the windows of Ty Cemaes a tiny culinary emporium. Established in June 2019 by Isabel Bottoms as an attempt to build a community hub, bringing together products, food and people from the local landscape.

Venturing inside I discovered a veritable feast of beautifully displayed merchandise, excellent customer service and a uniquely eclectic style that fuses the traditional with the eccentric in an exceptionally creative way. If being a food emporium wasn't enough, they also hold a multitude of events (during non-lockdown times) including supper clubs, film nights and creative learning to bond the local community.

During my career I've spent many an hour fretting about merchandising floor layouts, stock density ratios, forward-facing labels and visually clashing the piccalilli with the quince! Here, many of those rules had been broken: Ty Cemaes played havoc with my obsessive-compulsive disorder, and yet it didn't seem to matter, it just looked and felt so right.



Established in June 2019 by Isabel Bottoms as an attempt to build a community hub, bringing together products, food and people from the local landscape.



Ty Cemaes played havoc with my obsessive-compulsive disorder, and yet it didn't seem to matter, it just looked and felt so right.

On my way back to the "Big Smoke" I began to ponder about how big business would go about creating a similar emporium from scratch (given the structures that most large retail organisations seem to be bound by these days). Those seemingly endless conceptual planning meetings where a cast of thousands huddle around a table staring at a spreadsheet desperately trying to create a road map, occasionally dropping on-trend phrases such as 'aligned' 'disruptive' and the best one I've heard to date 'negative space'!

How many drop plans would need to be created? How many meetings with every Tom, Dick & Harriet to agree the concept? How many opinions from senior executives' mothers-in law to the goods lift driver's daughter would need to be taken on board so everyone's conceptually diluted before the product even hit the shop floor?

I gave up on musing long before The Severn Bridge, concluding that Ty Cemaes works so well because, like many any other small retail establishments, regardless of location, it adheres to the strong directive of one creative individual, Isabel Bottoms and her small like-minded team. They are in touch with, and respond quickly to feedback from their local community, they are not bound by endless 'rules' and product placement plans; they just do what their heart and mind tell them is right - with passion and authority. They are true British retailers.

Reynolds/Symes strongly believe that if we are ever going to get out of this current 'pickle' and regenerate an exciting, inspirational and successful retail industry, we need start at the end of the line, with the customer. Countless reports recently (some by renowned industry leaders), have advised what retail establishments need to do to get it this fantastic industry back on its feet. None that I have read, listened to, or shouted abuse at, mentioned the two most important ingredients - the customer and those people who have the knowledge and skills to make the excitement happen. None that I have read feel as if they were written by a Great British Shopkeeper!

Discover Ty Cemaes at [www.tycemaes.com](http://www.tycemaes.com)

Reynolds/Symes can be contacted through their website [www.reynoldssymes.com](http://www.reynoldssymes.com)

REYNOLDS / SYMES



## Mars and Voyager Window Displays

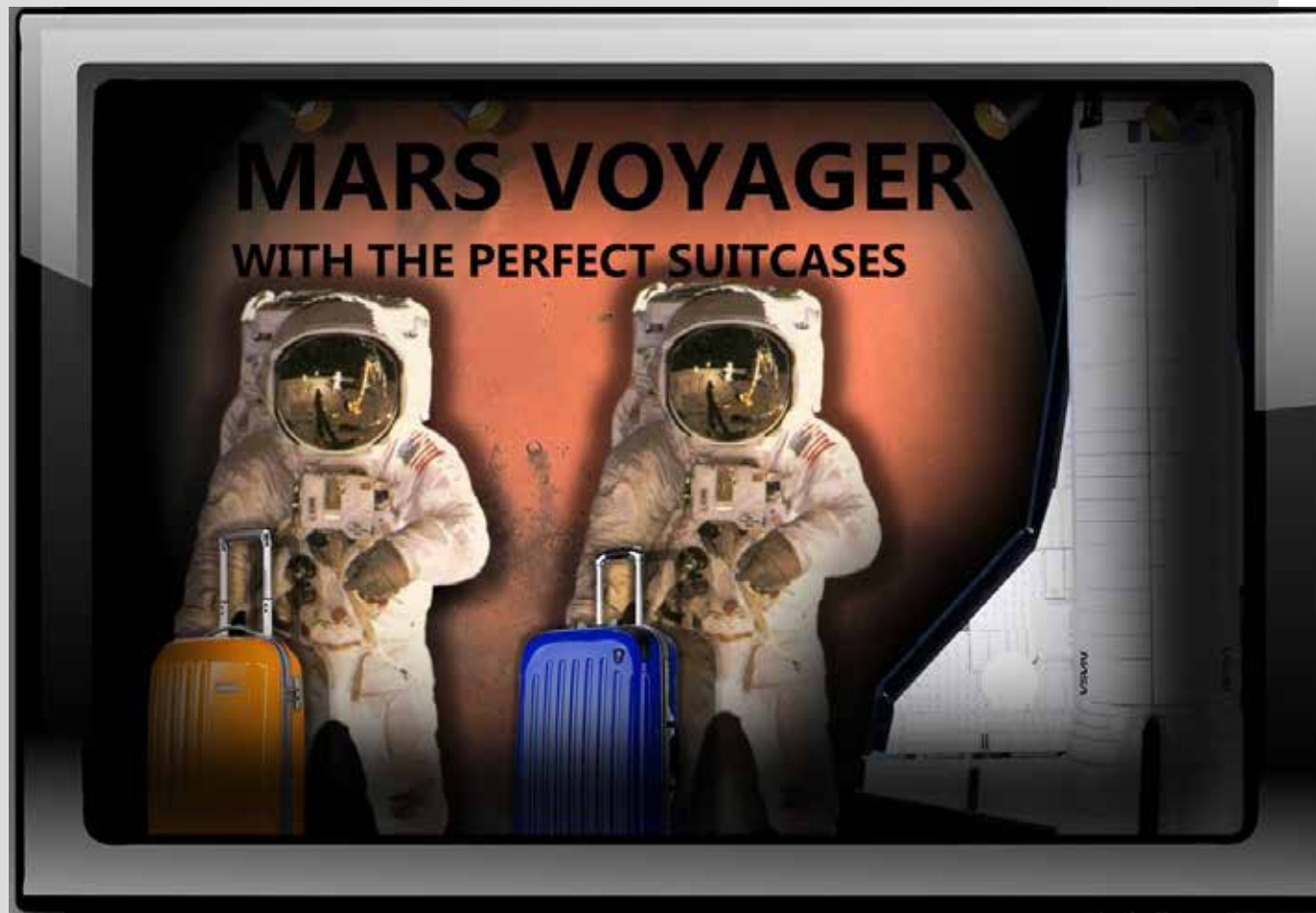
Silvia Chialli, Chief of Design County proposes some ideas for nice Window Displays. Her ideas come from her great passion: Astronomy. In this time, the Mission to Mars is the Focus point of these 3 Window Displays. Mars is the fourth planet from the Sun and the second-smallest planet in the Solar System. Mars is one of the most explored bodies in our solar system, and it's the only planet where we've sent rovers to wander around the alien landscape.

Large backdrops propose some images from the Mars landscape and the wooden silhouette reproduce the figure of Astronauts, along with the products for sale, including Suitcase and Clothing for Gala evenings. This is a nice way to emphasize the product, above all very funny! The silhouettes of the Astronauts and the Shuttle are made of forex. Outer space is printed on a large backdrop, creating a very strong visual effect.

In The Voyager Window Display Silvia proposes The Voyager program, a US science program that led to the 1977 launch of two space probes, called Voyager 1 and Voyager 2, to explore the outer solar system.

This Window Display is a "Word Pun"! In this Project, products from Scotland is the protagonists and a fun use is made of the gold color of Whiskey, like a color of Voyager Golden Record. The ideas are nice and elegant. A "Gold Tribute" dedicated to the product of excellence, the Scotch Whiskey. We hope that a drop of Whiskey will be added to the next disc...Gold of course!

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

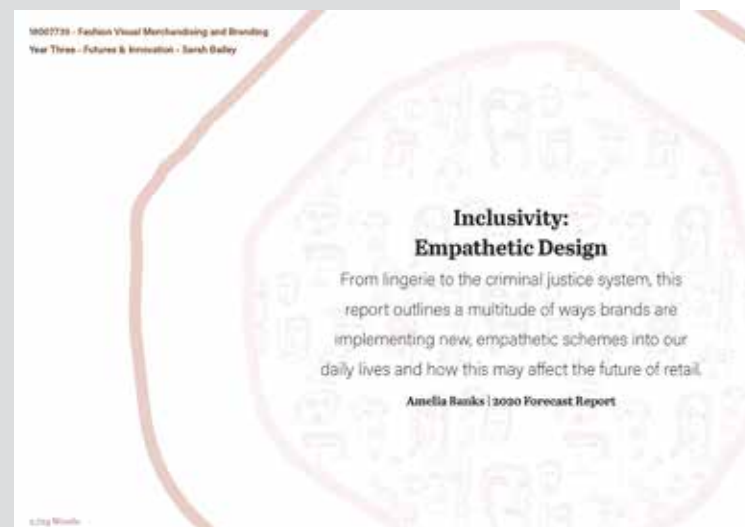




## Amelia Banks

Tell us what attracted you to VM and why you decided to enroll in a VM course?

My name is Amelia Banks and I am currently a student in my final year at London College of Fashion, studying Fashion Visual Merchandising and Branding. I was first introduced to VM when I was at Sixth Form and we had to do a week-long placement in a field of our choice. At first, I had no clue what to do for my internship. My parents advised me to seize the opportunity and do something I think sounds interesting, and that's how I became passionate about VM. After that experience, the course LCF were offering covered subjects I knew I required further education on before entering the industry.



Now that you are coming to the end of your studies, what did you find most valuable to learn regarding VM? Something you will always remember and want to share with others.

The most valuable thing I have learned about VM is the importance of cohesion and meaning. Ask yourself, 'Does this work?' 'Is this conveying what it needs to?' 'Why have I decided to put this there?'. When you truly make informed decisions that make sense, the concept will nearly always pull through. When you start making uninformed decisions based on your personal preferences, things start getting messier. Remember, you are doing VM for a brand and their customer base, not yourself.

What are your plans after graduating and how would you like to use your VM skills?

I am currently making preparations for my post-grad life by applying for a MA to elevate my skills and specialise in sustainability. We need to make a more sustainable impact on the fashion industry. I am passionate that we will make essential waves as new graduates leave university with these values.

We are proud to publish your work in this issue of VM Spotlight.

Please tell us a bit about a project.

What was the brief for the project?

What was your thought process behind your solution?

What did you enjoy most about the project?

What was the most challenging part of the project?

In one of my university projects, we looked at future trends within the fashion industry. I decided to look into Empathetic Design. This is the notion that we should design concepts with a specific demographic, issue or challenge in mind. Here, I was able to explore various brands who are doing great things for their target customer. I used all of this information to create three concept solutions with Empathetic Design at the forefront of importance. These included COVID-19 safety solutions and more. The most challenging part of the project was thinking about realistically introducing these principles. I hold a lot of hope and fresh ideas for the future.

## Executive Summary

This report will identify four areas of inclusivity where Empathetic Design Practices can be applied to enrich the lives of many, globally.

### Demand for Diversity:

Brands will broaden their customer demographic by encouraging thoughtful design and representation of all races, ethnicities, cultures, ages, sexualities and abilities.

### Recognition for Physical Disabilities:

In 2018, 13.3 Million People were living with a disability in the UK (*Papworth Trust, 2018*). In 2016, 37.6% of people with a long-term physical health condition also endured severe mental health problems (*Mental Health Foundation, 2016*). Brands will begin to focus their attention onto adaptive techniques in acknowledgement of this issue.

### Importance of Gender Inclusivity:

A recent survey by Glaad showed that approximately 12% of American 18-34 Year Old's do not identify as cis-gender (*Glaad, 2017*). With this expected to increase, brands must acknowledge the emerging wants and needs of the consumer.

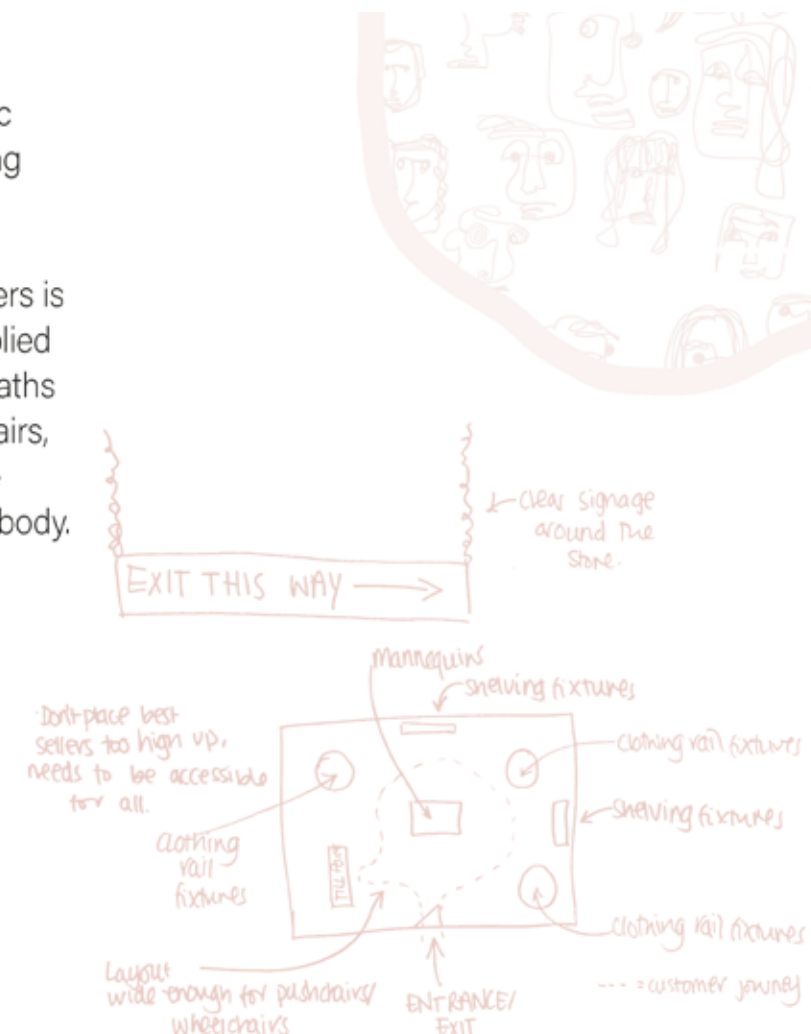
### Awareness of Mental Illnesses:

Between the Baby-Boomer Generation to Generation-Z, 64% of respondents believe cognitive wellbeing is the pinnacle on health (*LSN Global, 2020*). Brands will respond to this more vigorously in coming years as brand values become more prominent to the consumer.

## Trend Futures

Moving forward, brands can utilise Empathetic Design principles to their Visual Merchandising techniques.

Ensuring stores are accessible for all consumers is a primary way Empathetic Design can be applied through Visual Merchandising. Making sure paths are wide enough for wheelchairs and pushchairs, with clear signage around the store, will make stores more comfortable to navigate for everybody. This will ensure that existing customers continue to visit physical stores whilst also attracting new customers, increasing footfall.





## Petter Pharmacy

Crouch End, London

A Mother's Day concept was installed featuring Venus De Milo – Venus, the Greek goddess of fertility and female beauty. This was a great concept to design and install using large graphics with superb product groupings and foliage.

Despite COVID, this independently owned pharmacy store remains open and the owners of this independent chain have recognized the importance of good visual merchandising in terms of eye-catching window concepts. It's all about creating retail theatre and giving the customer that memorable shopping experience.

Concept designed and installed by Creative Download.  
[www.creative-download.co.uk](http://www.creative-download.co.uk)



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## Globe Enterprise



The work at Creative Download is so varied. From designing/installing window concepts to in-store visual merchandising, everything has a creative angle. Over the past couple of months, it's been great working on some photographic styling for a client creating lifestyle displays to showcase their range of gift wrap, ribbons and home accessories. Here is a selection. Do take a look at their website for more great photographic styling. It's amazing what you can do with a sheet of gift wrap and some ribbon!

Globe Enterprise was founded by Dipika Shah in 1993 and offers over 25 years of experience in designing, sourcing and producing the finest products, with a strong focus on sustainability and ethical sourcing.

[www.globeenterprise.co.uk](http://www.globeenterprise.co.uk)  
Instagram: globehomeuk



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## Globus Switzerland

During this Lockdown Globus wanted to convey confidence in the future and show affection to our loyal customers. This project was carried out by our apprentices, giving them the opportunity to apply themselves and show their full visual strength. Accompanied by the art direction they did a great job. I would like to thank them officially here. With simple elements we managed to create a high-impact campaign in a very short time.

Luca Viglianti Art Director 3D  
[www.globus.ch](http://www.globus.ch)





## Oka - London

The rainbow has been such an important symbol over the past year; we first saw it on windows when Italy went into lockdown all those months ago and then it became the motif that showed our thanks to the NHS. It's been such a beacon of hope and comradery, so it felt like the natural choice for our Chelsea display. And of course, after the rain comes the rainbow... which is exactly the positive message we wanted to put out there. Something that not only showed our appreciation for workers in the area, be they doctors or road workers, but actually brightened up their day.

When it came to creating the windows, the VM team painted the stripes on the walls first, to make the display feel more structured and to make sure the sentiment took centre stage – we kept all the room sets quite clean and simple for the same reason. We have such a broad collection of vibrant velvet pieces – the Costellini Ottomans, Stafford and Apadana Chairs, and Plain Velvet Cushion Covers – that could really come into its own. But the rainbow of cushions is my favourite; we've given the palette a bit of an OKA twist with colours like Alchemilla and Gainsborough Blue, and it just works so well.

Contrasting colour was key for creating the other windows; you'll see blue on orange and orange on blue, for example – it ensures your eye is drawn to the display and makes the different tones pop. The patterned lampshades are very important too, they tie the colours in the looks together, plus they're fun and cheerful, and I also used some mirrored furniture that bounces the different hues around a bit more.

We're so pleased that people have been heartened by the display and about the positive response; we've received some lovely messages from the community.

Bruce MacArthurHead of Store Design and Visual Merchandising

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

Photo's courtesy of Milo J Brown





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Creative Download was launched by Iain Kimmins; a Visual Merchandising professional with an outstanding history in the industry. His career includes the department stores Harrods and Selfridges in London and Tangs in Singapore. He has also worked on projects in Shanghai, New York, Saudi Arabia, Dubai and Switzerland.



Window Concepts  
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## BARBARA CHAPMAN

Visual Merchandising & Styling Consultancy

<https://freelancevisualcreativeconsultant.co.uk>

With so many retail businesses struggling during this current pandemic, it's now more important than ever to focus on your brand's visual identity both on and off-line (even though stores are closed, windows can still send a brand message to passing footfall!). This message can also then be re-iterated on-line through cohesive story telling, creative content and styling.

We can help your business to focus on getting your windows, In-store visual merchandising and online profile back to looking their very best after lockdown comes to an end. We can visit you in stores (once allowed) or we also hold on-line training sessions if that currently works best for you and your business.

These can also benefit students missing out on lessons due to the current situation. Or maybe just if extra tutoring and support is required?

We also deliver bespoke training sessions or informative webinars to meet your individual business needs.

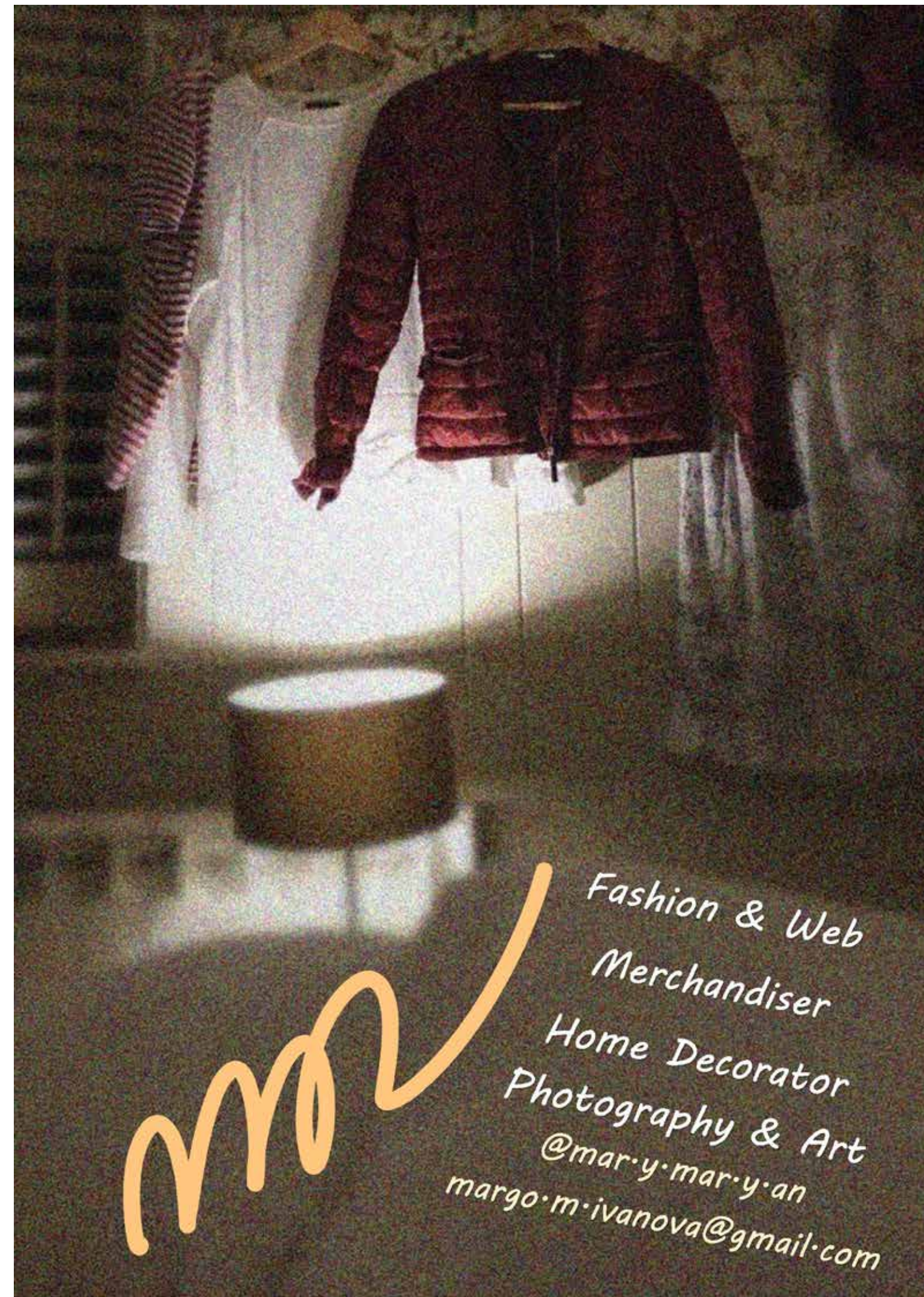
We are flexible, pro-active and can work within your budgets when helping to support your business. Now that hopefully there is an end in sight, we are gradually moving to stores re-opening, and customers WILL want to come back into them and enjoy the shopping experience once again. It is up to us to plan how we can do this best and to create the most exciting and inspirational retail and e-tail experiences which they will undoubtedly crave. Retail is not dead, merely evolving. We just have to adapt, so let us help.



Just get in touch to discuss further and call us on 07718334337  
or email [barbara.chapman@freelancevisualcreativeconsultant.co.uk](mailto:barbara.chapman@freelancevisualcreativeconsultant.co.uk)



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Verve Arvola ABDS

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

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Barbara Chapman FBDS  
VM Consultant

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If you are a professional or freelancer, then Associate Membership is £40 a year





At 100% we provide award-winning solutions to implement and optimise retail experiences across the world, making us the perfect partner for your next in-store campaign.

Unit 6 Mercury Park, Mercury Way  
Manchester, M41 7LY UK

[www.100percentgroup.com](http://www.100percentgroup.com)



## Addplus

Addplus is a world class visual interpreter of ideas into retail, with 20 years of experience in creating knock-out campaigns through window displays and in-store VM solutions. If you can think it - we can create it!

[www.windowdisplay.co.za](http://www.windowdisplay.co.za)



## Antalis

Europe's leading distributor of paper, packaging, solutions and visual communication products for professionals  
Gateway House, Bardon Business Park, Interlink Way, Bardon Hill, West Coalville, Leicestershire LE67 1LE

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



## icatcha

Gill Segar  
Wallasey, Merseyside CH45 6TN UK

<http://icatchadisplay.co.uk>



## Intercontinental Group of Department Stores

IGDS is the largest Association for Department Stores worldwide, providing support to 40 leading Department Stores around the world.  
Birmensdorferstrasse 55  
Zurich,  
Switzerland 8808

<https://www.igds.org>



## Kick Graphics

Your bespoke supplier of printed display graphics and signage to the retail and commercial interior markets.

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



## Bespoke Retail Solutions

An integrated retail design, display and installation agency, working with an extensive portfolio of world-leading brands. Our talented design studio and client service teams, work side-by-side with brands to create and deliver innovative and enterprising campaigns.

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



## Jane Le Bon Creative

Jane Le Bon FBDS

**We provide all aspects of VM from concept design to installation worldwide.**

**Services: VM, Windows, Events, Photographic styling, Press shows.**

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



## Creative Download

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.

[www.creative-download.co.uk](http://www.creative-download.co.uk)



## 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.

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



## Made You Look!

Helen Goodwin FBDS  
York

Learn the basic art of Visual Merchandising and Display broken down into jargon-free, simple steps

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



## Mad About Design

Retail Design Agency  
12 Melcombe Place, London .  
Postcode - NW1 6JJ.  
Tel: 020 3598 3138

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



## Global Mannequins

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.

[www.global-mannequins.com](http://www.global-mannequins.com)



## G-SMATT Europe

Smart glass solutions and media facade

Unity 64 Basepoint Business Centre  
Tewkesbury  
Gloucestershire  
GL20 8SD

[www.g-smatteurope.com](http://www.g-smatteurope.com)



## Hol Group

A modern approach to Visual Merchandising  
103 Kings Cross Road,  
London WC1X 9LP  
United Kingdom

<http://hol-group.com>



## Northbanks

Retail Design Agency  
67 Grosvenor Street  
London W1k 3JN

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



## Parify

14 The Courtyard  
Whitwick Business Park  
Coalville LE67 4JP

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



## Peluca Studio

Bespoke wig and makeup for mannequins  
London, Haringey UK

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





## Project Works London

Specialise in creative visual merchandising ideas.  
From concept development to production  
Unit 12 Shakespeare Ind. Est.,  
Shakespeare St., Watford,  
Herts, WD24 5RR

<https://projectworks.london>



## Shimmerwalls

We offer an extensive range of high end fabrics and products to suit a wide range of Visual Merchandising needs and style.

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



## Sizzle Design London

Sizzle Design London is a creative design studio and workshop specialise in Window Display Design and making Handmade Designed Pieces

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



Liz Johnston FBDS  
Kent, Surrey, Sussex and Greater London

My 40yrs experience covers styling windows, interiors and venues

Mobile: +44 (0) 7775 725435  
E-mail: [liz@strictlyvisualdisplay.co.uk](mailto:liz@strictlyvisualdisplay.co.uk)



## VM and Events

Specialising in the skills of visual merchandising and events offering services to assist in presenting and promoting of products by combining environment and space into stimulating displays to encourage the sale of product.  
The Old Coach House, Garden Lane,  
Chester CH1 4en

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

# bds

## VISUAL MERCHANDISER (NOUN)

"Solves a problem you didn't know you had in a way you don't understand."  
See also, wizard, magician"



## Window Display Tips & Tricks

Read more at:  
[www.vmandeventsltd.co.uk/blog](http://www.vmandeventsltd.co.uk/blog)



## Choose a Theme

For example, a seasonal theme, whether it be Halloween, Christmas, Winter or Spring



## Be Bold

Your display needs to be eye-catching, even from a distance!

Providing bespoke Visual Merchandising & Event services to the Jewellery & Watch industry.

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

07590383445





# Meet The BDS Team

The BDS Management 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

**Current:** Visual Merchandising Consultant  
**Skills:** VM Consultant/Stylist, Retail Design, Set Dressing/Product Launches, Project Work, International Work, Store Set-up/Openings.  
**Based in:** London, with international travel available  
**Website:** [www.creative-download.co.uk](http://www.creative-download.co.uk)  
**Email:** [hello@creative-download.co.uk](mailto:hello@creative-download.co.uk)  
See BDS website for full biography. [www.britishdisplaysociety.co.uk/about](http://www.britishdisplaysociety.co.uk/about)



## Director & Vice Chair: Helen Goodwin FBDS

**Current:** Visual Stylist, Creative, and Trainer  
**Skills:** Window & Interior displays and make-overs, Styling, Teaching basic display guidelines to students and retailers  
**Based in:** York, UK  
**Website:** [madeyoulookmadeyoustare.co.uk](http://madeyoulookmadeyoustare.co.uk)  
**Email:** [helen@madeyoulookmadeyoustare.co.uk](mailto:helen@madeyoulookmadeyoustare.co.uk)  
See BDS website for full biography. [www.britishdisplaysociety.co.uk/about](http://www.britishdisplaysociety.co.uk/about)



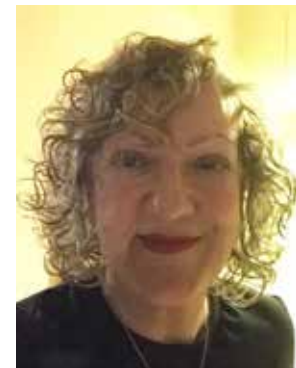
## Director: Liz Johnston FBDS

**Current:** VM Stylist  
**Skills:** VM styling and display design  
**Based in:** London UK  
**Email:** [liz@strictlyvisualdisplay.co.uk](mailto:liz@strictlyvisualdisplay.co.uk)  
<http://www.facebook.com/strictlyvisualdisplay>  
See BDS website for full biography. [www.britishdisplaysociety.co.uk/about](http://www.britishdisplaysociety.co.uk/about)



## BDS Tutor: John Abbate FBDS

**Current:** VM & Store Design Consultant and Coach  
**Skills:** Retail store / VM: strategy, concept and design consulting and coaching  
**Based in:** London, UK  
**Website:** [www.northbanks.co.uk](http://www.northbanks.co.uk)  
**Email:** [john@northbanks.co.uk](mailto:john@northbanks.co.uk)  
See BDS website for full biography. [www.britishdisplaysociety.co.uk/about](http://www.britishdisplaysociety.co.uk/about)



## BDS Tutor: Barbara Chapman FBDS

**Current:** Creative VM Consultant & Stylist & Lecturer.  
**Skills:** Creative window design. Visual merchandising. Styling. Lecturing. Specialist: Window design and cross-channel visual identity.  
**Based in:** London. UK  
**Website:** <https://freelancevisualcreativeconsultant.co.uk>  
**Email:** [barbarachapman2001@yahoo.co.uk](mailto:barbarachapman2001@yahoo.co.uk)  
See BDS website for full biography. [www.britishdisplaysociety.co.uk/about](http://www.britishdisplaysociety.co.uk/about)



## Assistant Treasurer: Nigel Fisher ABDS

**Current:** Freelance IT Consultant and Professional Railway Modeller  
**Skills:** Business I.T. Scale modelling of landscapes, locos and rolling stock  
**Based in:** Derbyshire  
**Website:** [www.fisherlayouts.co.uk](http://www.fisherlayouts.co.uk)  
**Email:** [nigel.fisher@comfi.co.uk](mailto:nigel.fisher@comfi.co.uk)  
See BDS website for full biography. [www.britishdisplaysociety.co.uk/about](http://www.britishdisplaysociety.co.uk/about)



## Janet Billings FBDS

**Current:** Visual Stylist, Designer & Consultant  
**Skills:** Home, Gift, Textile Stylist; Exhibition/Store Planning; Bespoke Prop Designer/ Fabrication; Consultant / Trainer in Visual Styling & Merchandising  
**Based in:** SE London / Kent  
See BDS website for full biography. [www.britishdisplaysociety.co.uk/about](http://www.britishdisplaysociety.co.uk/about)



## Edward Stammers MA, PG Cert

**Current:** Programme Director – Fashion Marketing, Branding  
**Skills:** Fashion Marketing, Branding & Visual Merchandising  
**Based in:** London  
**Website:** <https://www.arts.ac.uk/colleges/london-college-of-fashion>  
**Email:** [e.stammers@fashion.arts.ac.uk](mailto:e.stammers@fashion.arts.ac.uk)  
See BDS website for full biography. [www.britishdisplaysociety.co.uk/about](http://www.britishdisplaysociety.co.uk/about)



## Karl McKeever Hons. FBDS

**Current:** Founder and MD of Visual Thinking Group inc: The Retail Exchange  
**Skills:** VM Strategy, VM Policy, Team Development, Visual Operations  
**Based In:** Norwich UK | Global Projects  
**Website:** [visualthinking.co.uk](http://visualthinking.co.uk) | [karlmckeever.com](http://karlmckeever.com)  
**Email:** [karl@visualthinking.co.uk](mailto:karl@visualthinking.co.uk)  
See BDS website for full biography. [www.britishdisplaysociety.co.uk/about](http://www.britishdisplaysociety.co.uk/about)



## Pablo Roteta FBDS

**Current:** Owner–Puchero: London VM and Design Trends Agency in Spanish  
**Skills:** Set Designer, Digital Creator, Design Consultant  
**Based in:** London  
**Website:** <https://www.pucheroenlondres.com>  
**Email:** [hello@pucheroenlondres.com](mailto:hello@pucheroenlondres.com)  
See BDS website for full biography. [www.britishdisplaysociety.co.uk/about](http://www.britishdisplaysociety.co.uk/about)





# 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

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

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

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