

# The Lights are On





# Welcome

## Welcome from the Chair

Welcome to our annual Christmas edition where we celebrate some great seasonal installations.

Each year we enjoy discovering the Christmas trends and indulge in the licence to use glitter, lights and sparking decorations in many installations.

VM breathes new life into dark winter months in the high street. Colourful well-designed windows mark the start of seasonal shopping drawing new and old customers back to the stores. Christmas windows have become a traditional part of shoppers' experience.

The Christmas concepts range from London and all the way to Belfast, Amsterdam, and Norway! You'll find great designs that are traditional, storytelling, have clever use of vinyl and lighting, re-cycling, natural greenery, spacemen and even a 'bah, humbug'!!

So, I'll not hold you up reading anymore of my message as I want you to enjoy this edition.

Wishing you Season's Greetings and a very healthy and successful 2022.

*Iain Kimmins* FBDS  
Chair



### 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)

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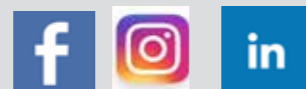
19 January 2022

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### Chairman

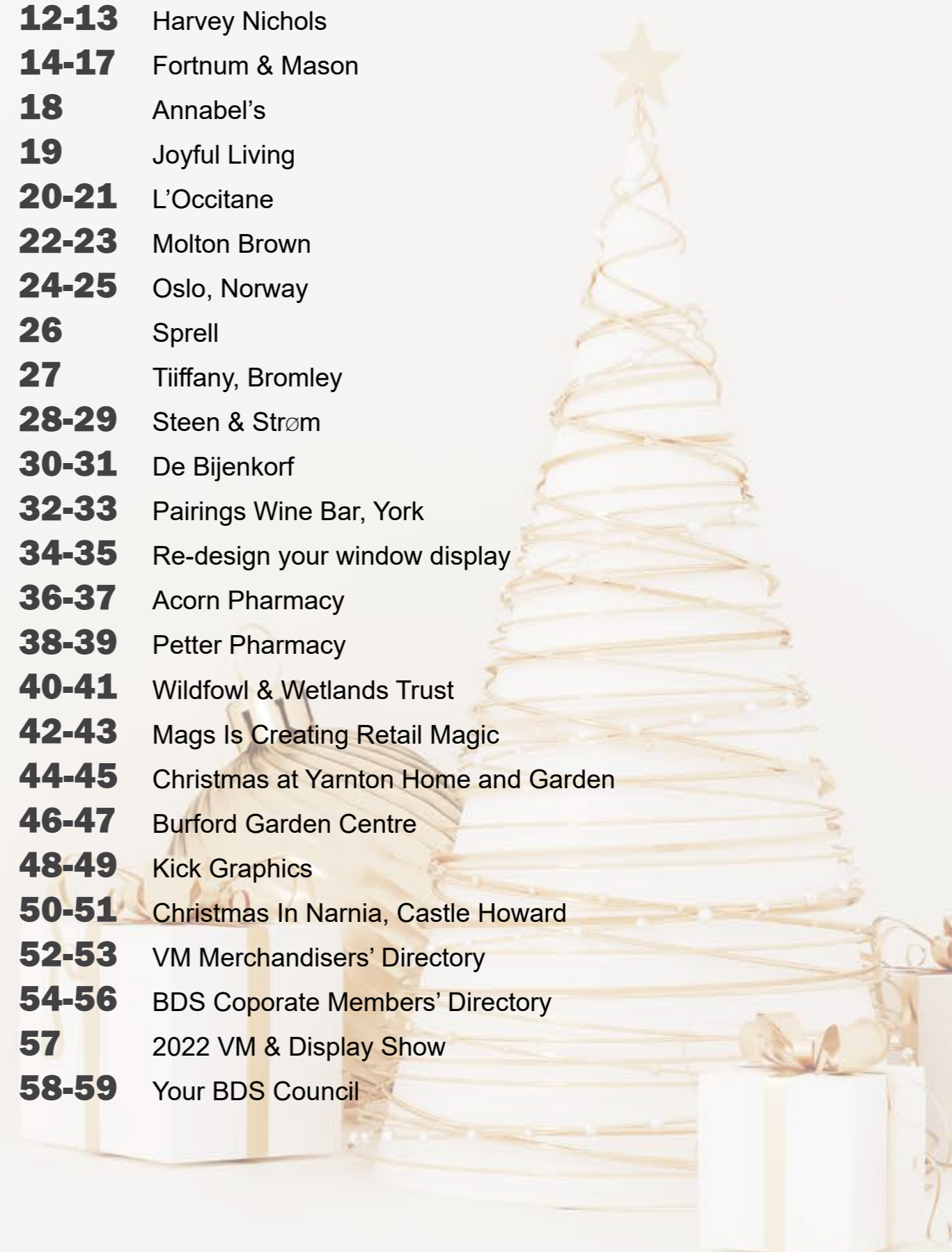
Iain Kimmins  
Email: [iain.kimmins@britishdisplaysociety.co.uk](mailto:iain.kimmins@britishdisplaysociety.co.uk)

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# Christmas 2021 trends



Christmas this year feels more exciting than ever, the opportunity to shop, socialise and meet loved ones feels precious and special. Part of the festive build up is admiring the Christmas Window displays and this year retail has pulled out all the stops.

Key Trends I have noticed.....

## Furry Textures

Soft, fluffy, and luxurious, encompassing baubles to gift wrapping and the product on display, these are comforting windows that you will want to snuggle into.



TODS



HARRODS



H&M

## Wrapped Presents

Always a classic and a simple way to say Christmas, I especially like the large scale of Bodens gifts.



HOBBS



BODEN



FENWICKS

## Paper Decorations

These are as popular as ever this year, hanging baubles, bells and snowflakes or turned into plinths. A simple and impactful way of bringing a festive look to windows and instore displays.



CONRAN SHOP



RESERVED

## Natural Foliage

A very traditional Christmas theme, but where brands are using greenery the displays are formed in very natural, flowing and beautifully wild styles.



MATCHES FASHION



TOAST

## Cardboard

Simple, sustainable and versatile.



KATE SPADE



AESOP



# BEST OF THE REST

TIFFANY



CATH KIDSTON



ANTHROPOLOGY



WHISTLES



DIPTYQUE

HARVEY NICHOLS









## Harvey Nichols

### Large format print and display by The Graphical Tree

Large format print and display specialists, The Graphical Tree, were commissioned by world-famous department store, Harvey Nichols, to work on the stained-glass effect graphics for their 2021 Christmas windows.

The official Harvey Nichols press release sets the scene perfectly, "After declaring a collective 'bah, humbug' to Christmas last year, our 2021 campaign offers a different sentiment that's designed to spread joy and happiness with bright colours and beaming lights. Transforming the facade for the festive season, this year the iconic Harvey Nichols windows feature modern stained-glass panels, flooded with light to reflect a glorious pattern of Christmas-coloured hues."



After an initial consultation to discuss materials and production methods, we set to work. The first stage was colour testing prints with the lighting to be used for the display, ensuring the colour cast was as desired. Once signed off we went into production using a double strike of colour with a 15% underpin in white ink as the final chosen option. The actual prints were reverse printed direct-to-media to 6 and 10mm petG panels, a strong resilient material that is less likely to shatter. The latticework was cut from black 3mm PVC and applied to the face of the prints creating a lead pane glass effect.

The final pieces were sent to the Harvey Nichols set-build team to integrate with the other display elements such as the light gels, glistening bulbs, and hand-painted baubles. These were then installed across the store locations in the UK and Ireland.

We'll leave the last word to Janet Wardley, Head of Visual Display at Harvey Nichols, "We wanted to create something that would bring a smile to customers faces, and what better way to do that than with bright mood-enhancing-coloured patterns that appear both inside and outside our stores."

We think between The Graphical Tree and Harvey Nichols, this is exactly what we have created. It's truly satisfying to actualise a vision, and a bring concept into a successful reality.





# Fortnum & Mason

Fortnum's never fails to create excitement and retail theatre and this year's Christmas windows are no exception.

When stepping into Fortnum's this Christmas, it can often feel like you've entered another world. A dreamlike world, where the extraordinary is brought to life by gleaming colourful caddies, rows upon rows of the most exquisite food and floors filled with endless, unmatched wonder.

This year, the store wanted the windows in Piccadilly to capture the magic that is Christmas at Fortnum's. Each of the windows invite you into the dreams of different animals as they slumber, imagining worlds filled with all their favourite things. Gilded trees woven from wicker canopy giant hampers, hedgehogs ski down hills made of meringue with the aid of candy canes and owls canoe treacherous rivers of tea in a teacup.

So, take a sleigh ride down to Piccadilly, gaze at our magnificent windows and escape the ordinary this Christmas.





# Fortnum & Mason

"The Gift That Keeps on Giving" is the motto when it comes to the world famous F&M Hamper.

The side windows of the store are resplendent with gold glitter stars and metres of gold glitter fabric featuring an abundance of gorgeous food delights for any festive table. The product styling and dressing of the windows is superb with great attention to detail.

Their hampers remain the most wonderful gift, always filled with everything joyous and delicious. And once you've enjoyed every delight inside yours, your wicker can become the home of your wellies or even your dog's next favourite basket.





Annabel's in Berkeley Square is almost ready for Christmas. This private members club does it again with another superb building frontage to mark the festive season.

# Annabel's

The lights are being turned on this week and it's going to look awesome!



# Joyful Living

*joyful*  
LIVING  
by jo griffiths

Our beautiful lifestyle & interiors emporium located on the north Norfolk coast road is packed with gorgeous Christmas accessories for the home. Shop for decorations, tableware candles and more to create a cosy Christmas vibe in your home.  
[www.joyfulliving.co.uk](http://www.joyfulliving.co.uk)





# L'Occitane

L'Occitane are an industry leading luxury sustainable brand who focus on the finest natural ingredients, formulations and environmentally conscious packaging.

These core brand values were essential to the brief of their UK flagship Christmas window display on Regent Street. The journey of harvesting natural ingredients, formulating within a festive factory and gifting them for Christmas was brought together in a magically layered scenic display. The wonderfully joyful characters and designs of their Christmas gift boxes were layered in to a unique 3D design to create an engaging and enchanting display.

Illumination was key to adding warmth and depth to the display – both within the hill top layers or as factory and street lights within the urban setting.

All internal materials were paper based and FSC certified ensuring easy and effective recycling post use. And the window vinyl was produced on 80% non-virgin media – using optically clear PETE vinyl manufactured from plastic bottles. This window was produced entirely from renewable energy created on site at Echo House in London.



DAN JOHNSON | Managing Director  
020 8254 3451 | 07545 137782  
@echohouselondon | echo-house.co.uk  
Echo House | Red Lion Business Park | Surbiton | Surrey | KT6 7RD

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EXPERIENTIAL AGENCY

THINK GREEN | KEEP IT ON THE SCREEN



# Molton Brown

In addition to L'Occitane, Echo House has had the opportunity to produce Jo Malone, Kiehl's and Molton Brown windows for Christmas on Regent Street. All these concepts were designed, produced and installed with a very strong sustainable message.



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# Oslo Norway

I recently had the opportunity to visit Oslo on business. Whilst it was a quick 2-day trip, the city was an absolute delight. This had been my first visit to the city, and I would certainly recommend it for a weekend get away.

The city is clean with stunning architecture and very efficient in terms of transport, and the language is certainly not a problem. It was quite magical with the Christmas street lights and the Christmas markets.





# Sprell

Sprell is a well-known Norwegian Children's Toy Shop with many stores across Norway.

Their Christmas windows caught my eye as I walked past one evening. Each window was dressed with a trainset which runs from one window to another. Packed full of Children's toys, it is certainly an entertaining concept and the attention to detail is superb.

**CREATIVE DOWNLOAD**  
VISUAL MERCHANDISING CONSULTANCY

Iain Kimmins FBDS Owner/Founder



# Tiffany window at Bromley Eye Centre



Cutler and Cross window at Reigate Eye Studio in Reigate, Surrey. This shop used to be Freeman, Hardy and Willis, and still has the original tiling on the floor.





# Steen & Strøm

Since 1797, Steen & Strøm Department Store has collected the best of continental shopping, and gathered well known, attractive Norwegian, Scandinavian and international brands and designers on 6 floors in one department store. The department store's distinctive architecture mixes historical elements with modern design and stylish stores in a unique atmosphere. And more stores are coming. Steen & Strøm have a tradition for being the city's meeting point and inspiration for trends and lifestyle, and that is a tradition we want to maintain.





# De Bijenkorf

It has been a year in which we reflected on what really matters. We make more conscious choices for the world and one another. We want to be with the people we love and celebrate the holidays together. Sharing things that really make us happy.

We want to enjoy nature around us with respect and admiration. Go back to the essence. We explore the winter world through the eyes of a bee, who sees everything for the first time.

So, let us lead you through various scenes from the festive season and marvel at the beauty of everything around us and inspires you to do the same.

De Bijenkorf shows you the richness and beauty of nature and inspires you with surprising gifts, stylish outfits and delicious delicacies for a sustainable and festive gathering.







# Pairings Wine Bar York

Pairings has featured in VM Spotlight magazine before and along with my photos from Helmsley you'll see these are all areas of hospitality and food retail. Whatever business you have - with windows or without - there's always somewhere you can add a display to make yourself really stand out from the crowd.

So, for Christmas sparkle this year I made the over-sized bunches of Christmas bauble grapes to hang from the vines and I'm delighted how effective they are! The customers love them too!



Thomas of Helmsley



Thomas have featured in the magazine before - the Glorious Twelfth scheme based around the North Yorkshire Moorland and wonderful heather colours. There are several windows - two daily tray-bake windows, the main window which features Yorkshire products with, of course, gifting this time of year - a drinks window, and egg display (or baking at the moment) with of course the butcher's window where there is no product to display, so it's how to tell a different story at a different time of the year. Something for everyone!

These are some of the principles we teach at Made You Look! so do get in touch to find out more as we've broken the art of VM & display into simple steps. We're here to help!

Helen Goodwin.





# Re-design your window display



Rouge - Stoke Newington, London

Christmas windows at Rouge in Stoke Newington London, a Far Eastern home lifestyle independent retailer with a contemporary style and Asian aesthetics. Rouge mixes vintage and new for a timeless style that is more about a way of living.

The main prop in this window is a split Christmas tree inspired display unit that is made in the style of the shop fixtures but also has a traditional geometric Chinese shelving design. The products are wellness related on the left and contemporary ceramics and home accessories on the right.

The benefits of doing proper window display involves updating display on a regular basis in line with important events, such as new product launches public holidays and Christmas.

Some top tips for small businesses:

- Don't underestimate the power of window display, especially for a local independent business. I've seen it work, especially at Rouge. It's important to invest time and budget. Customers have higher expectations and are shopping more locally now. Your window can be the deciding factor whether they enter or not, or look you up online. So it's important to 'Design Your Window Display'.
- Have a communication strategy, don't just put product in the window. Your design can link to your digital marketing too. Do research on who your target customer is and what your unique personality is. Have a story to tell and let the windows be the stage.
- Develop a calendar with plans that lay out what those stories will be and what are the product focuses and promotions. Also, this helps you keep windows fresh by changing the window schemes every 1 to 3 months (max) and changing the product on display more frequently. Every week is good. Important for local businesses.
- Window display is a skill that can be learnt. We offer VM courses at the BDS. There's a science behind it. Much needs to be considered, for example, how is the window is viewed? If the viewer is in motion, its less than 2 seconds! There are basic rules of composition and display techniques.
- Be able to make and install the windows you design. It can be done on a tight budget. You will need to be creative, the help of professionals to give you tips and advice is available at the BDS.
- There is another 'window' that we need to consider... what customers see at the entrance to the premises. We explain about the 'Customer Journey' Online, Hight street, Window, Entrance and then the whole VM of your space.
- And finally, VM is continuous. Observe how it works for you and keep the ball rolling. Make if fun and part of your weekly work that includes your team. VM is an important tool that big brands know all about. They have VM departments that focus on it but small businesses can also utilise VM to their advantage.
- The benefits are increased: foot fall, image and perception from customers and of course, sales. Getting professional help makes it easier for the small business owner to achieve their goals.

John Abbate FBDS  
+44 (0) 7950 801 559

**NORTHBANKS**



# Acorn Pharmacy

The circus has come to Acorn Pharmacy in Berkhamsted, Hertfordshire.

This bustling market town is full of coffee shops, independent retailers and there is a strong sense of community with residents of the town.

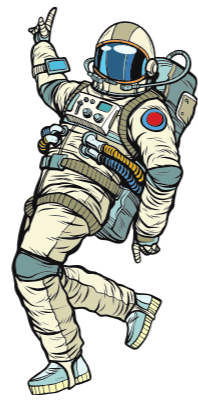
Acorn Pharmacy has been a client of Creative Download for some time. Each Christmas exterior garland is added to the frontage to create theatre. While the pharmacy store does not have a huge window, we feel it is important to create a strong focal point as customers enter the store.

A simple timber framed structure was created and dressed with garlands, lights, baubles and circus graphics. This certainly gives the wow factor and the whole table space has been merchandised so it is easy for shoppers to browse and shop from, while easy for the sales staff to replenish.

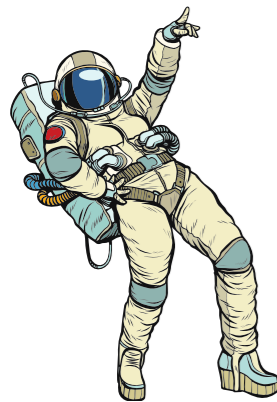
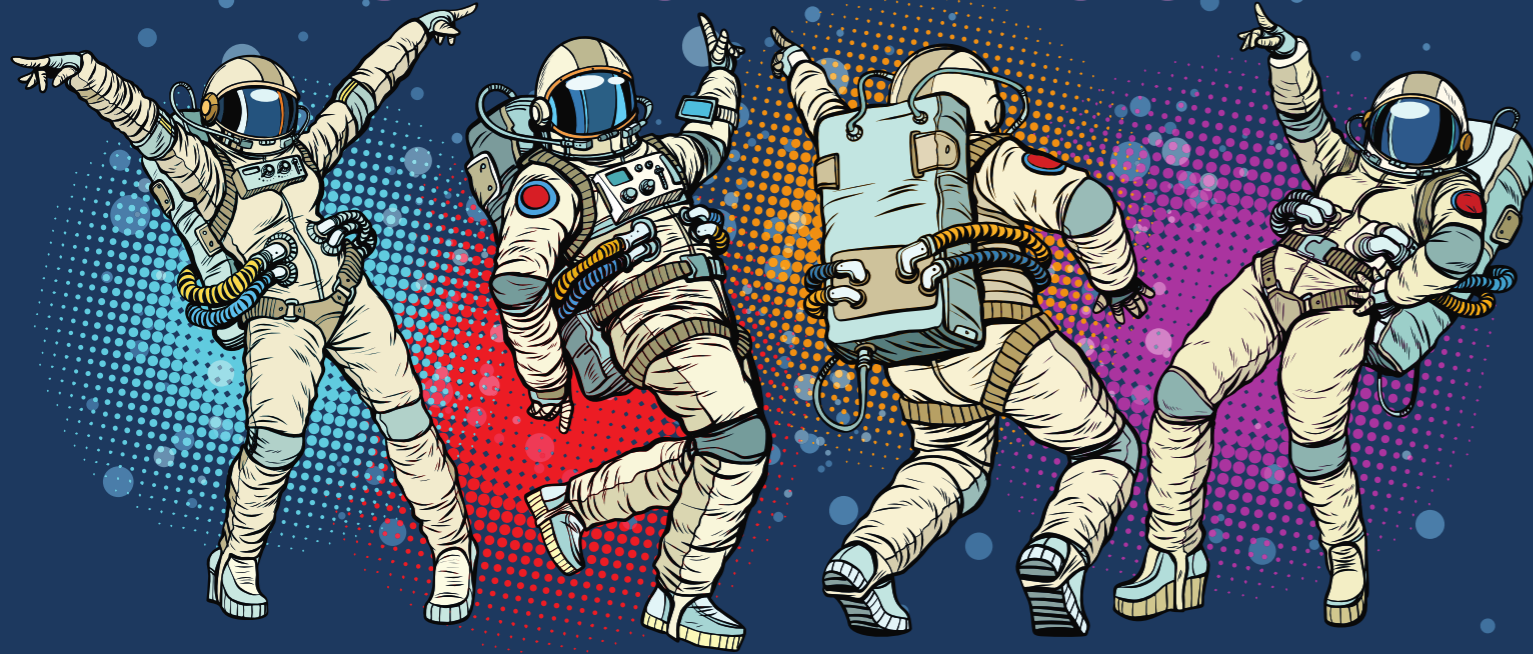




# Petter Pharmacy



## SPACE DISCO



Space Disco is this year's Christmas concept at Petter Pharmacy in Crouch End, London.

The Creative Download VM Team have had such fun designing , sourcing and installing this concept. As with most Christmas windows, initial ideas started in February, yes February! We presented the concept to the Directors in April, which was signed off immediately.

We wanted to move away from traditional Christmas colours such as reds, greens and golds and give the pharmacy store a modern twist on Christmas.



The feedback has been superb and the use of subtle disco lights certainly makes people stop and look.

It's great to work with an independent retailer who values the importance of visual merchandising and having their windows professionally dressed.





# Wildfowl & Wetlands Trust



Christmas has arrived at the gift shops at the Wildfowl & Wetlands Trust centres around the UK.

The Wildfowl & Wetlands Trust was set up by Peter Scott, the son of the Antarctic explorer Captain Scott. In 1946 the Wildfowl & Wetlands opened in Slimbridge, Gloucestershire as a centre for science and conservation.

WWT now welcomes a million visitors each year to the 9 Wetlands centres around the UK. Their main sites are Slimbridge in Gloucestershire, Barnes in London and Martin Mere in Lancashire.

The Creative Download VM Team worked their magic by installing Christmas into these unique gift shops. Apart from creating strong focal areas, tables/fixtures and merchandise were moved and zoned to create 'hot spots' with great Christmas gifting ideas, giving retail theatre and a memorable shopping experience for customers.

Display props such as the Christmas garlands and the over-sized bird boxes were supplied from our display studio together with the artwork and printing of the Christmas gift signage with the strap line: Give a gift that gives back to nature this Christmas.

To see how Creative Download can help drive your retail business forward in terms of Visual Merchandising and Store Presentation please do not hesitate to contact us.

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

[hello@creative-download.co.uk](mailto:hello@creative-download.co.uk)





# Mags Is Creating Retail Magic

Mags McAlpin of Creating Retail Magic has literally been sprinkling a little magic on retailers across Northern Ireland, from mentoring and visual merchandising to developing and installing Hallowe'en and Christmas displays for one of Northern Ireland's premier shopping centres, The Quays in Newry.

Mags said: "This autumn has been one of my most lucrative since establishing Creating Retail Magic. Following last year's lockdowns and the uncertainty among high street retailers, I have been inundated with retailers up and down the country seeking my help in creating attractive displays to encourage consumers over their doors."

As well as working with independent retailers and The Quays shopping centre, Mags has been retained by various local authority Councils to assist with mentoring tenants in retail units in their borough, hosting webinars during Enterprise Week and even installing pop up shops to bring empty spaces to life whilst helping pre-start entrepreneurs to gain retail experience. She also dressed a pre-eminent Council-led jobs and skills recruitment fair at one of Northern Ireland's most unique venues, St George's Market, in the heart of Belfast.

Her Once Upon a Time displays developed for Belfast city centre last year to encourage visitors back into the city during the festive period have also been carried through again this year, such was the success of the theme.

Mags added: "I think now that consumer confidence is gaining momentum and the added incentive to get out onto the high street from government with the distribution of more than one million £100 spend local high street pre-paid cards to consumers, retailers understand that competition is stiff and see the value of investing in displays which are warm and welcoming, as sometimes it can take more than a good product offering to entice people to come in and spend in your store."

Speaking about the interactive visitor experiences at The Quays in Newry, Mags continued: "Whilst I'm mindful that when creating displays they must ultimately support businesses and help increase footfall and sales as we try to build back better and more resilient businesses while emerging out of the pandemic, I must admit that I have had such a fun and joyous time creating the Shocktober Hallowe'en experience and Christmas Trail at The Quays, and have been so enthused by seeing children enjoying every scene as they explore the experiences with their parents."

For inspiration on Creating Retail Magic for your business, please visit;  
[www.creatingretailmagic.com](http://www.creatingretailmagic.com)   [www.facebook.com/retailmagicni](https://www.facebook.com/retailmagicni)   [www.instagram.com/retailmagicni](https://www.instagram.com/retailmagicni)





# Christmas at Yarnton Home and Garden

Resourcefulness! That's the name of the game... The WOW factor, an essential part of the Customer experience we endeavour to create is provided this year with our fantastic 'Winter Garden Tree' - smothered in beautifully detailed decorations, cool white lights and 'frosty' winter foliage: on-trend mystical violet and purples to add to the 'magic'.



Adding an element of surprise, we have created new shop areas with plywood walls, wooden crates and crisp white tabletops made from some re-purposed redundant firedoors!



Our 'Christmas' reindeer are pulling their sleigh in our new 'Home and Gift' department this year - full to the brim with dashing red, pink and orange bedding and accessories. We added some Christmas trees, decorated with twinkly lights and stunning paper stars. '... it was the night before Christmas ...'

Warmth and comfort feature in our Food Hall with a homely Gingerbread theme, built around a terracotta painted dresser and a Christmas tree with delicious warm white lighting. This is picked up in our new Christmas 'Candle and Greetings Card Shop' where our festive House lanterns add to the 'Home' story.



Story- telling is key in our reassuringly seasonal 'Country Christmas' theme, with traditional colour-blocked Christmas colours.

Happy Christmas to all...

Yarnton Home & Garden





# Burford Garden Centre

I do like to visit and see retail in its different forms as I travel with work. I recently attended a meeting in Cheltenham, so I took the opportunity to visit Burford Garden Centre while driving along the A40 from London.

The famous Home and Garden Store in the heart of the Cotswolds in Oxfordshire. This is a great shopping destination with its stylish garden centre with rustic chic home interiors, a gift shop plus a café and an art gallery.

The Christmas shop is packed with decorations, garlands, baubles, through to cards and gift wrap.







# Kick Graphics

Kick Graphics have been busy in November working with a number of our wonderful high end jewellery retailers, complementing their Christmas campaigns and window concepts with vinyl graphics.

A total of 34 stores were installed nationwide in prime locations to bring a long awaited sense of festive cheer to high streets throughout the country.

Working with a concept design, Kick suggested appropriate media to achieve the desired branding and live-sampled on location before producing all graphics in our London based works and subsequently installing at all locations over a 7 day schedule. The final materials were a mix of printed white ink to optically clear vinyl as snow, glitter sparkle vinyl cut to shape in Christmas trees and snow, and print and cut to metallic gold vinyl in the shape of a garland

Kick Graphics specialises in retail roll-out of bespoke campaign graphics and seasonal displays. Based in London with a nationwide distribution and installation reach, we offer a boutique level of service with a high quality standard of printed graphics and signage. To talk with us about your next project, please contact us through any of the following channels;

Phone: 01403 210937 Email: [Sales@kickgraphics.co.uk](mailto:Sales@kickgraphics.co.uk) Instagram: [kickgraphicsuk](https://www.instagram.com/kickgraphicsuk) Facebook: [kickgraphicsuk](https://www.facebook.com/kickgraphicsuk)







# CHRISTMAS IN **NARNIA** CASTLE HOWARD



Castle Howard is a stunning Country House just outside York which has featured in many films including Brideshead Revisited (for those of you old enough to remember!)

Each Christmas an elite set of designers put on a glorious display based upon a theme.

In 2019 'A Christmas Masquerade' featuring Harlequin and Columbine from the Commedia dell'arte was a true spectacle of colour, and as Venice and the Carnival play a special part in my life, I was quite moved with the atmosphere and experience created there.

This year Narnia takes centre-stage with each room emphasising a different story or character, bringing the books, and memories from childhood reading, back to life.

Words can't describe the true spectacle of the displays as music, lighting and other special effects together add to the experience, and I ensured I was ahead of the crowds so I could experience the 'WOW' as I entered each room. Having walked through the wardrobe door it felt so cold walking along the corridor and encountering the 18ft tree with the sound of a cold whistling wind and cracking ice before encountering the Snow Queen in the next room. It was awesome and sent a shiver within.

Too many photos to show, so many stunning rooms to show you, too - just the fireplaces alone had the most extravagant floral displays you could imagine! But do look at the lavish 'Foxes Festive Feast' - the woodland table above...Christmas at Castle Howard truly is somewhere to find real inspiration!  
Helen Goodwin Vice Chair BDS Made You Look!





**Alison Blatcher** ABDS

[alisonblatcher@hotmail.com](mailto:alisonblatcher@hotmail.com)



**Verve Arvola** ABDS

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

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



**Barbara Chapman** FBDS  
VM Consultant

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**Liz Johnston** FBDS

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

E-mail: [liz@strictlyvisualdisplay.co.uk](mailto:liz@strictlyvisualdisplay.co.uk)



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

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**Helen Goodwin** FBDS

York

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



**Northbanks**

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



**Peluca Studio**

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**Liz Johnston FBDS**

Kent, Surrey, Sussex and Greater London

My 40yrs experience covers styling windows, interiors and venues

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



**The Graphical Tree**

An award-winning large format print and display specialist based in Central London, with projects covering a variety of sectors including retail, events, the arts, and property.

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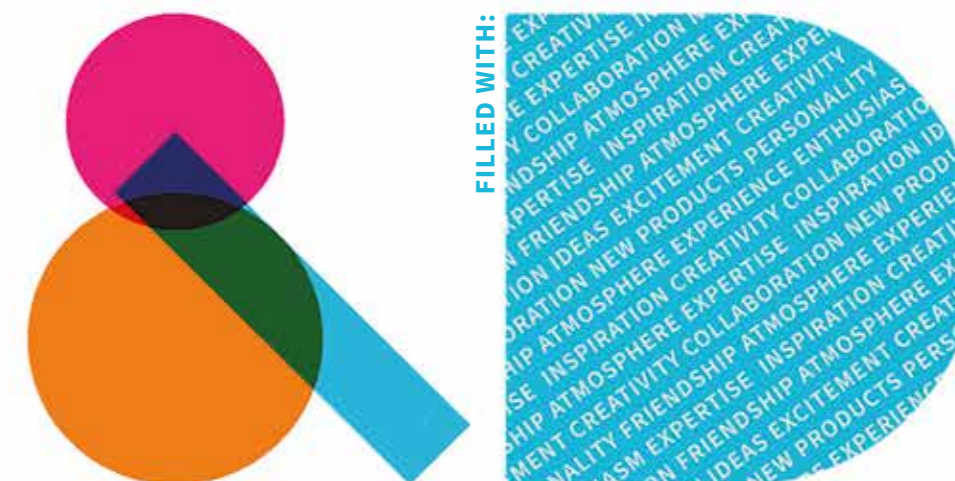


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# Meet The BDS Team

INFORMATION

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)



## 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)



## Director, BDS Tutor and BDS Archivist: 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)



## Director and 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 FBDS

**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)  
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## 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)



## Kat MacLennan FBDS

**Current:** Visual Merchandising Consultant  
**Skills:** VM strategy, window design, VM training, implementation  
**Based in:** London  
**Website:** [www.dottodot.work](http://www.dottodot.work)  
**Email:** [Kat@dottodot.work](mailto:Kat@dottodot.work)  
See BDS website for full biography. [www.britishdisplaysociety.co.uk/about](http://www.britishdisplaysociety.co.uk/about)



## Paul Symes FBDS

**Current:** Design Director at Reynolds/Symes  
**Skills:** Window Display, Brand Visual Strategy, Visual Merchandising, Retail Space Design.  
**Based in:** London  
**Website:** [www.reynoldssymes.com](http://www.reynoldssymes.com)  
**Email:** [paul@reynoldssymes.com](mailto:paul@reynoldssymes.com)  
See BDS website for full biography. [www.britishdisplaysociety.co.uk/about](http://www.britishdisplaysociety.co.uk/about)



## Anthony Rendall-Davis FBDS

**Current:** Creative Director at HOL Group  
**Skills:** Window Design, Mannequin Design, Display Design and Solutions, Visual Merchandising, Brand Consultancy, Retail Design  
**Based in:** Margate / London  
**Website:** [www.hol-group.com](http://www.hol-group.com)  
**Email:** [anthony@hol-group.com](mailto:anthony@hol-group.com)





# VM SPOTLIGHT

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