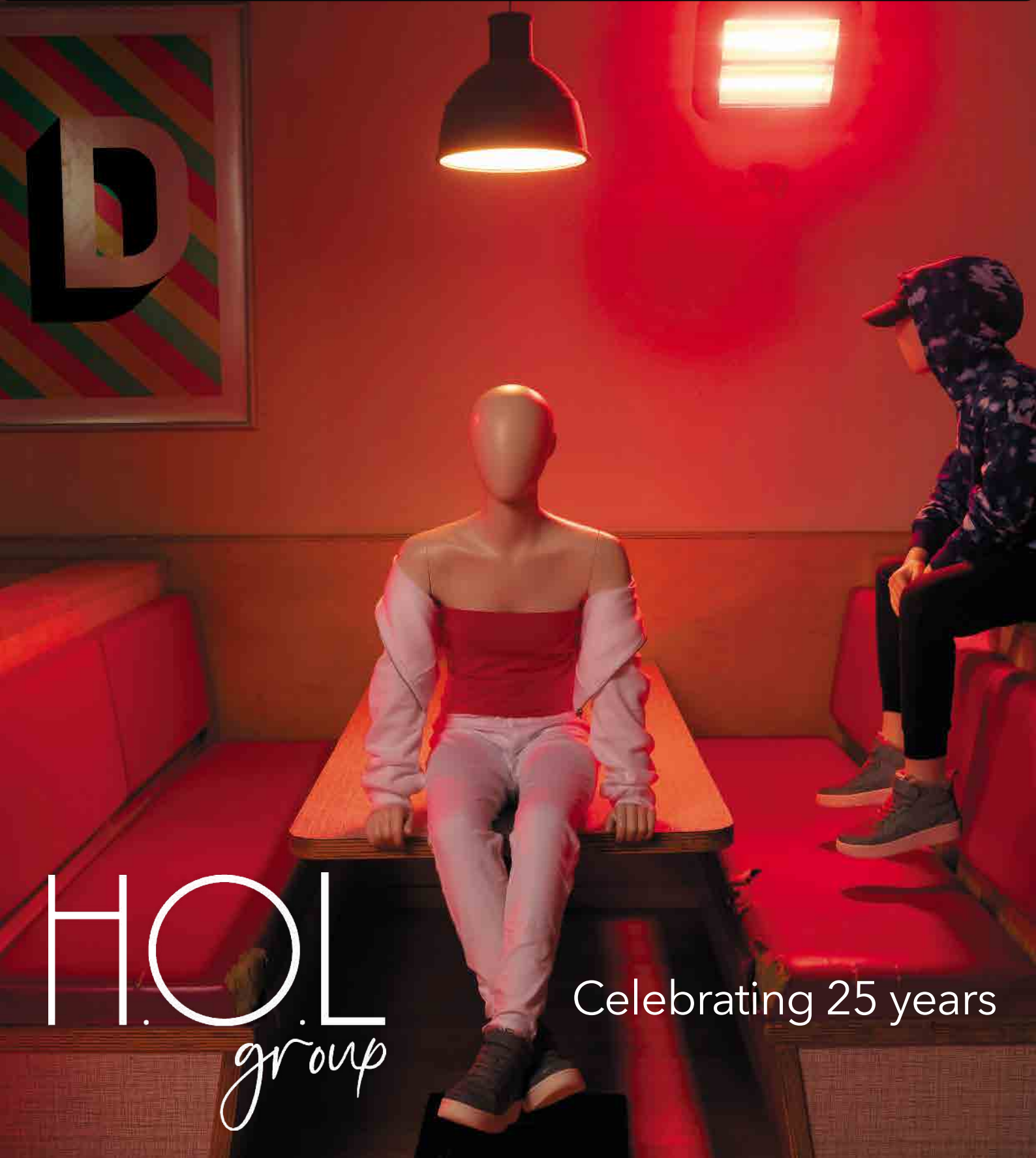


British Display Society
Recognising Excellence
ESTABLISHED 1947

VM SPOTLIGHT

BDS - Representing the Visual Merchandising profession

Issue: 2021 No.3



HOL
group

Celebrating 25 years



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

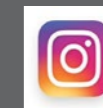
Course includes;

- 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

www.britishdisplaysociety.co.uk
enquiries@britishdisplaysociety.co.uk
follow us...



Welcome to issue 2021 -3

Welcome from the Chair



After the UK's third lockdown, it is good to see non-essential shops with their doors open and welcoming customers back again.

Without a doubt, the Covid pandemic has had serious consequences on our High Streets and the Shopping Malls. Many retailers, particularly independents, have been working hard over the past couple of months to refurbish their shops. Walls have been repainted, fixtures have been moved and re-painted and new exciting merchandise has been brought in. As one independent retailer recently said to me "what's the point in re-opening if the shop is going to look the same" This is very much my train of thought. Customers want to see something different, something exciting. We all know that internet sales have increased but now is the time for retailers to step up to attract customers back. It's all about creating retail theatre and giving the customer a memorable shopping experience.

We all appreciate that the retail landscape has changed and retailers need to adapt and move forward to cater for the challenges ahead. Stores need to be destination places with retail theatre and good visual merchandising at the heart of it. Despite many visual merchandising roles being lost at the start of the pandemic, over the last few weeks, I am seeing a great deal of new VM vacancies with a number of stores and brands, so maybe retailers are now thinking that VM is paramount to the success of their business.

Even the smaller independent retailers in our towns are realising the return for their investment by employing a professionally trained Freelance Visual Merchandiser/Window Dresser. This can make such a big impact to their business. It is definitely the time for retail to get more creative.

Jain Kimmins FBDS
Chair

Content

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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

Copy deadline for July issue

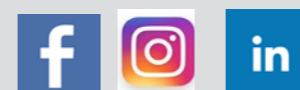
19 June 2021

Email: admin@britishdisplaysociety.co.uk

Chairman

Iain Kimmins

Email: iain.kimmins@britishdisplaysociety.co.uk





de Bijenkorf Amsterdam BACK TO THE ESSENCE



It has been an eventful year, in which we were forced to reflect on what really matters.

A moment of reflection.

A slow realisation has gained momentum and we have come to see things differently.



We make more conscious choices, out of love for ourselves, our loved ones and the world.

We choose that what's makes us happy.

BDS Membership

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.

We are pleased to announce members who have been awarded Fellowship of the BDS due to their enthusiasm and commitment towards the industry;

Mark Bowler FBDS

Nigel Fisher FBDS

Dee Mattushek FBDS

Michelle de Neys FBDS

Shirley O'Toole FBDS

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

Petter Pharmacy

A fun and quirky Pop Art concept featuring beauty images was recently installed into Petter Pharmacy in Crouch End, London. "It's great working for an independent chain of pharmacy stores who appreciate that the windows are vital to the success of any retail business" says Iain Kimmins – Owner/Founder of Creative Download

"Given the tough trading conditions that retail has faced it is paramount that store windows are fun and exciting for customers as there is nothing quite like a bit of retail theatre" Iain continues "It demonstrates that you don't always need a lot of props. A simple backdrop and colour coordinated columns is sufficient. Any retailer working on a tight budget can achieve a great deal with their windows"



CREATIVE DOWNLOAD
VISUAL MERCHANDISING CONSULTANCY

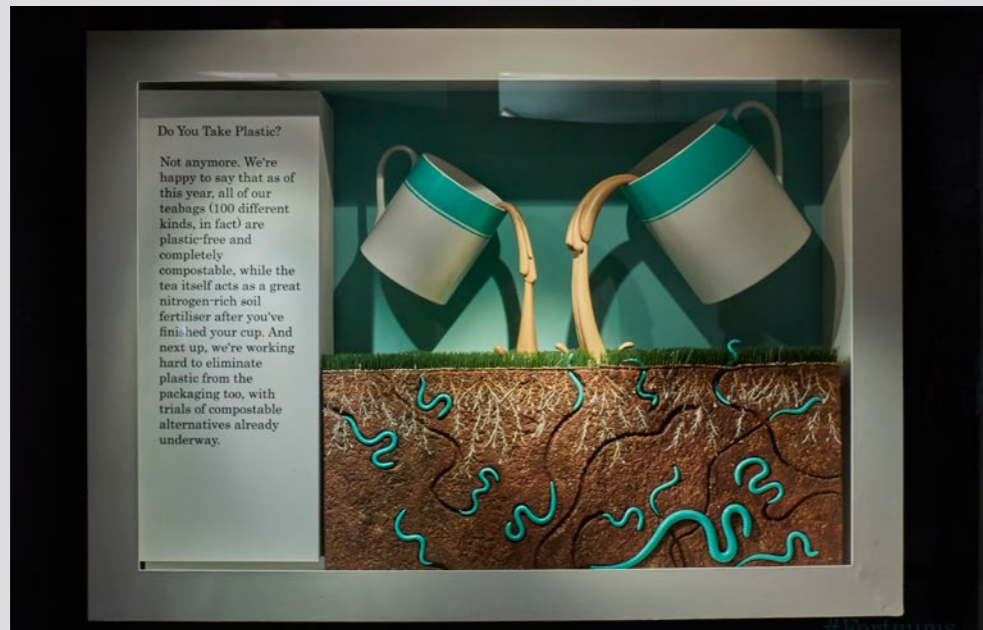
www.creative-download.co.uk



Fortnum & Mason

We are a family run business that's been around for over 300 years, and are always looking for new and inventive ways to conduct our business. Our Duke Street windows in Piccadilly, tell the stories of just some of the ways we're constantly changing to operate sustainably. We felt that this was a great time to really celebrate our Future Matters initiative. It's been a strange and challenging time for us all, and it seemed appropriate to be able to talk about a subject so positive, as well as work that we are immensely proud of as a brand.

Sallie Smith – Head of Visual Merchandising



Retail.X Mastermind



Our Chair (Iain Kimmins FBDS) has recently been contacted by Pedro Brolo - Director/Owner of The Visual Merchandising Studio based in Guatemala.

They are launching an international diploma course which will be promoted in several Latin American countries. Iain has been asked to participate as a guest speaker in a class and a conference with the VM students.

"As Chair of The British Display Society, this is a great opportunity to raise awareness of the importance of Visual Merchandising" says Iain. "As the Founder of Creative Download, it will be a good to share my knowledge and experience of over 20 years in the VM industry".

It is my pleasure to introduce another special guest to MasterMind Retail.X 2021 Iain Kimmins (FBDS) Chair of The British Display Society; the most recognized organisation representing the VM Industry. Established in 1947, the BDS was created to promote the highest standards of Visual Merchandising and Design.

Iain has an outstanding track record in the VM industry. His career includes Harrods and Selfridges in London, for me, the most beautiful department stores in the world and as Head of VM at Tangs in Singapore. He has also worked in VM projects in Shanghai, New York, Saudi Arabia, Dubai and Switzerland.

Iain is the Owner/Fonder of Creative Download; www.creative-download.co.uk a leading VM Consultancy business.

Welcome to Iain! Welcome to MasterMind Retail.X 2021!

*Pedro Brolo
Managing Director/Owner
The Visual Merchandising Studio*

retail.x mastermind
Experiencia de Cliente Omnicanal, Retail design, Visual Merchandising, Fashion Merchandising, Shopper Marketing, Ecommerce INICIA 20 DE MAYO



IAIN KIMMINS



Presidente de La **British Display Society** la organización más reconocida del mundo, que representa a la Industria de Visual Merchandising & Display establecida en 1947. Destacada trayectoria en la industria. Su carrera incluye los grandes almacenes **Harrods y Selfridges en Londres** y como director de VM en Tangs en Singapur.

POWERED BY



INFO@VISUALMERCHANDISING.COM.GT



What is a UVD Robot:

Ultraviolet (UV) irradiation is an extensively tested, widely used and effective no-contact method for inactivating viral pathogens and the most common wavelength chosen is 254nm, where viral inactivation is attributed to direct UV-C light absorption and photochemical damage to nucleic acid, leading to the disruption of viral replication. UVD Robots using UV-C is a powerful tool that can be applied extensively in a wide range of public institutions including hospitals, shops, nursing homes, workplaces, schools, airports and shopping centres to disinfect contaminated equipment and surfaces to prevent and reduce SARS-CoV-2 contact transmission.



RESULTS

Under a UV-C irradiance of 0.849 mW/cm², partial inactivation occurred from 0.8 seconds of exposure, while SARS-CoV-2 virus infectivity was reduced to below detectable levels in as few as nine seconds for dried virus and four seconds for wet virus

Raúl Gomez Johnson

Business Director Redcube Innovation Ltd
Dementia VR Therapy & Antimicrobial UVC Robotics Innovators

Mobile: +44 7715 560 503

Website: redcube-innovation.co.uk

Email: raul@redcube-innovation.co.uk



**UVD Robots can
kill the
Coronavirus**

Save London's High Street Campaign

Puchero En Londres

About the project:

Save London's High Street was born from a desire to help my community.

Living minutes away from Oxford Street, I witnessed the closure of iconic stores, wondering what would happen to the people who used to keep those businesses in motion.

This initiative aims to help anyone out of work or struggling with their mental health in the retail industry.

By buying the Save London's High Street T-Shirt and Esco Tote Bag you are helping to support people working within the Retail industry at the main high street in London, Oxford Street and also those who lost their jobs during the lockdown.

100% of the profits from the sale of each Tee or Bag will go to the Retail Trust.

Follow the link To get the T-Shirt or the Eco Tote Bag and support the Retail Community:

<https://www.pucheroenlondres.com/savelondonshighstreetshirt>

Instagram: @savelondonshighstreet @pucheroenlondres @retail.trust

Linkedin: <https://www.linkedin.com/in/pabloroteta>



Debbie Flowerday
Fellow of The British Display Society
Associate Lecturer at UAL



Iain Kimmins
Chair – The British Display Society
Owner/Founder: Creative Download



Helen Goodwin
Vice Chair of The British Display Society
Owner/Founder: Made You Look, Made You Stare



John Abbate
Fellow of The British Display Society
Concept Lead Northbanks Design Ltd



Not just Better...but Brilliant

The retail landscape has changed forever. Again. It always has. It always will. Many of the stores that have closed recently needed too. They were not serving customer needs. Innovation, presentation and service, all in short supply. While online was stepping up, many in-store experiences were dropping off. Starved of relevance, focus and investment. It's time to look forward...

Unashamedly biased, Visual Thinking has recently launched its personal edit of standout stores from retail's future.

Enjoymore® (A Movement not a Retailer)

Customers still want stores. They just want them to be better. In an age of 365/24/7 'picture perfect' retail websites where convenience is king, stores must offer more. Much more.

It's a big moment. Disruption has challenged every retailer. For some, it's forced a retreat from locations or markets. But less can still mean less. 'Fewer, bigger, better' stores is not the same as 'Wherever Great' we are.

History reminds us that dark times always lead to rebirth. The fearless and the forward looking continue to refocus, reimagine and reinvest in physical retail. Revitalised experience-rich concepts and energised in-store teams are the result. And it's working. Stores fit for the future that shoppers want to buy into.

Positivity is returning. And retail needs some too. The time for reflection is ending.

A 'renaissance' is coming...

Presentation With Purpose

Forget established, formulaic approaches. Think originality and bold conviction. The rules of successful in-store execution are changing. Customers want to be inspired again. And retailers want them to buy. That demands a strong sense of brand purpose across product presentation. Unconventional store design. Intelligent VM. Distinctive service. Together, they're creating retail experiences that success demands, and shoppers deserve.

Top Tips

Spaces//Places//PopUps//Collabs//

Innovate the brand DNA with bold environment execution. For collaborations, present a blended vision of each brand to appeal to both customers through a shared visual expression. Create high brand visibility, presence and visual impact. Make it immersive and shareable. Use unique VM features to showcase product stories.



Clothing//Accessories//Footwear//

Create a sense of feel good mood and self-confidence that lets customers find the aspirational version of their 'best self'. Use psychological cues such as status, personality, ego and defined lifestyle. Amplify style and product features while simultaneously creating powerful associations between brand and individual style.

Sports//Travel//Specialist//

Develop an immersive store experience that embodies the brand's world. Be authentic and inclusive. Encourage product 'try out' and use sensory elements to maximise engagement and highlight shared values. Reinforce specialist category position with both proficiency and passion.

Home//Lifestyle//

An 'inspire me' mindset rules. Make trends and knowledge accessible. Solve competence barriers by enabling customers to effortlessly achieve a look. Balance aesthetic and practical needs. Aid quick, easy, and effective product selection. And present assortment choice, brand and category authority with precision.

Health//Beauty//

Create a sense of wellbeing and empowerment. Influence purchase through meaningful information that gives decision confidence. Integrate features to make buying effortless. Make expertise relevant and relatable with demonstrations. Elevate the brand through precise execution and cleanliness.

Grocery//Hospitality//

Stimulate powerful sensory triggers. Create trust through championing provenance, quality and nutritional benefits. Promote fresh and seasonality. Present assortment choice, brand and category authority. Inspire to explore, with product combinations and use suggestions.

The best to come, that's already here

Here's to those committed to creating new and better. The ones who dare to rip up rulebooks. The true disruptors of bland. The bold and the brave. The brilliant. Not all new, but all great. Each a powerhouse of outstanding retail design, visual merchandising innovation and customer service excellence. Stores of vibrancy. Stores of expertise. Stores of excellence. Stores worth visiting.

Flannels

Fort Retail Park Birmingham, UK

Brilliant because...

Here VM does no more than it needs to, but does so sublimely. Following its razor sharp, boutique hotel like interior aesthetic, in-store VM is entirely complementary. Brands are presented in separate spaces with display features uniting overall into a cohesive and stylish designer offer. The Flannels concept has added a much-needed new dimension to the increasingly tired iterations of others. Avoiding all the predictable retail cliché, this is restrained, refined and absolutely relevant for the modern customer.



"70's retro cool. It's a new in-store narrative that reinvents with high style for the high street. Chic. Daring...Superstar brand power."

Polestar

Denver, USA

Brilliant because...

A streamlined concept befitting of a company that breaks with tradition. Sleek in every way, it revolutionises established methods and norms – complimenting the design-focus of Polestar's electric and hybrid performance vehicles. From the pared back use of materials to the discrete 'revealing' of parts and features, a connected hi-tech, high spec narrative runs throughout. Product display is subtle and understated. Niches highlight featured items beautifully, and with clear voice. This is precision engineering in retail environment form. The near perfect fit and finishes confirming expectations of what lies behind the wheel.



"A light-flooded space with an extraordinary 'discovery' wall that elevates. It's a masterclass in purist minimalism".

B+Tube

Changsha Jinmao Lanzhou City, China

Brilliant because...

In terms of pure aesthetic appeal, this store reinvents the notion of what beauty retail can be. Featuring an adventurous materials pallet of curved iridescent steel and concrete. Unlike typical beauty environments shouting with competitive brand messages, their absence focuses attention to product displays and onscreen information. The curvaceous arches that are not just to be passed through, but simultaneously admired, provide a sensual third dimension to the space. Finishes provide colour and warmth to a hard base, where concept and reality align.



"Girls just want to have fun! Here it's intended and encouraged. It stirs the senses and emotions."

Nike House of Innovation

Paris, France

Brilliant because...

A grandiose location, rich in Parisian historical features has been transformed with cool, modern purpose. Here, focused creativity meets cutting edge technology, with enabling features that offer exclusivity, loyalty and shopper engagement benefits through the Nike app and social media connectivity. The brutalist interior is softened by expert product presentation that pops with bright accent colour and graphic detail. Demonstrating an inner confidence and conviction to VM and Nike's unwavering commitment to outstanding brand execution.



"Impresses at every level. An exhilarating, heart-racing experience. Sets a high bar, and overshoots."

IKEA

Kiev, Ukraine

Brilliant because...

Painstaking thought has gone into reformulating the traditional IKEA retail concept for space-challenged urban locations. Not just smaller, or diluted; it's measured and uniquely crafted to both environment and audience. An entirely new format of modern, stylish, highly space efficient stores for city shoppers. All delivered without compromising quality or the experience in-store. The brand's signature room sets, market hall and service proposition are intelligently elevated with the integration of expert visual merchandising, display and technology features. Confirming even for a low cost proposition, adopting an added-value approach offers shoppers even more reasons to visit.



"The monotony of big box stores is overcome by clever use of space, creating the curiosity to discover more."

Esselunga

Brescia Triumplina, Italy

Brilliant because...

Making radical changes within an established retail formula requires vision, courage and competence to make it work. Especially when what has gone before seemed to give all the answers. Here, supermarket design dogma is thoroughly challenged. The customer experience has been fundamental to in-store decisions. The results are extraordinary. Shoppers are transported from sleepy autopilot behaviour, their senses awakened to experiment with new products, categories and experiences. For a sector more used to evolution, than exciting revolution, this is undeniably game changing.



"Taking the conventional and turn it on its head... there's so much to like. Great integration of design, VM and service features. Deliciously fresh."

Lacoste

Los Angeles x New York, USA

Brilliant because...

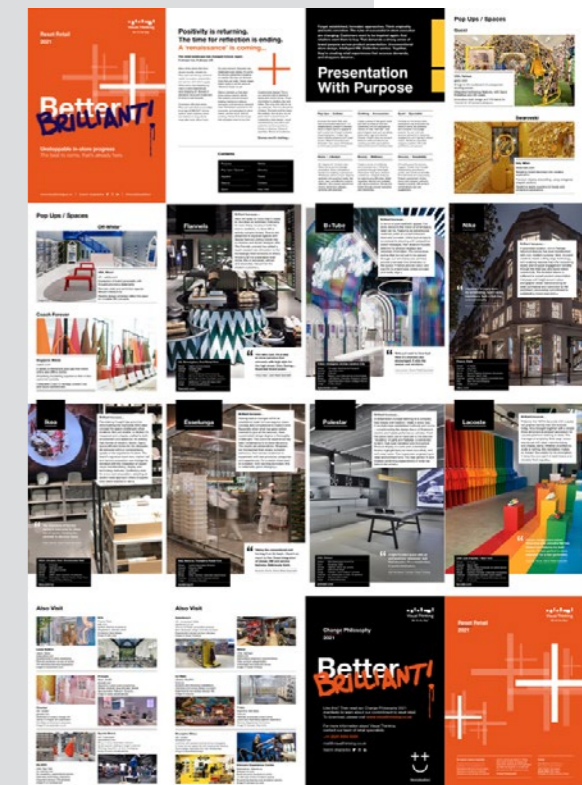
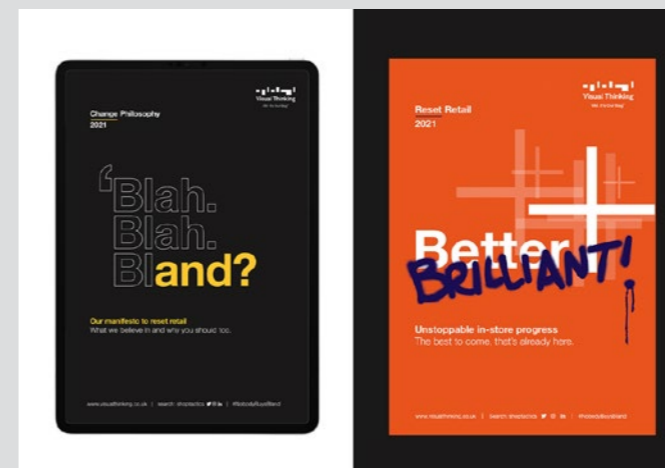
Polaroid, the 1970's favourite with a purist flat graphic identity that still endures today. Now brought together with a simple three-dimensional product expression for Lacoste premium clothing in-store. The marriage of simplicity. Bold 'pop' colour stands out with clean merchandising and display clarity. Whether amplified by scale or setting, this installation makes an impact. Successful for its minimalism, it takes the core spirit of each brand and elevates them equally.



"Classic design icons united. Presented with colourful VM flair, respect and balance for both brands. Picture perfect in-store execution for a new generation."

If you're committed to becoming not just Better, but Brilliant, then download the full review by visiting www.visualthinking.co.uk where you can read more about these and other stores that are ripping up the rulebook to lead retail's renaissance. You can also download Visual Thinking's accompanying Change Philosophy 2021 manifesto, to learn about its commitment to reset retail.

#NobodyBuysBland



Twenty2Lab

Twenty2
LAB

Twenty2Lab, the leading school in Visual Merchandising and Window Dressing in Spain, was born in Madrid in October 2019. Their face-to-face training programs are completely practical and take place in their renewed 500 m2 full-equipped installations in the heart of Madrid, dressed up with the latest visual and lighting systems and more than 150 different style mannequins and tailor busts.

Twenty2Lab collaborates with the best Spanish fashion brands in the creation of window displays in which creativity and innovation are the main focus. Some of the vibrant scenographies carried out during the last year were made in collaboration with Ana Locking, El Ganso, Pepe Jeans London, The 2nd Skin Co and Decimas.

In addition to the training programs, Twenty2Lab offers Consulting and VM + Window Design services all over Europe.

Find out more at www.twenty2lab.com



Oxfam shops

With non-essential shops re-opening visual merchandising is more important than ever. Customers need to be drawn away from their online shopping habits and back to the High Street. However, the pandemic has forced us to question our rampant consumerism. Do we really need to buy so much...stuff?

Charity shops play an important role in retail because buying second hand allows customers to feel good about themselves by re-using, recycling and saving the planet.

In Oxfam shops, stock turnover is fast so VM has to be dynamic. The challenge is to showcase the best of the huge range of items on sale. You are often working with what is available at the moment and its challenging but also super creative.

After months of lockdown, customers are ready for bold spring colours, unusual quirky items and great prices. The human contact, touching of products & absence of postal charges are added bonuses!

David Humphrey ABDS
Visual Merchandising Manager



Retail based on mindfulness

Fashion is another way to express signs and thoughts.

Retail is that arena where the signs and thoughts could be visible and transmit.

The new life of fashion will depend on the human mind-set and retail should follow that thinking, understanding the real needs of the Earth being.

People have changed their habits and priorities. They want more than ever-simple things but having them without a lot of restrictions and difficulties. They desire to travel, to move, to feel flexible and to be easily dressed.

Their focus is related to their soul, how to feed it through their eyes with beautiful and vibrant colours. They will prefer a more clever, compact and basic outfit instead of dressing too much. They will choose less but with better quality, less but exactly what they want. They will have needs to select the colours, the shapes and the materials on their own.

The new retail should be less, instead of mass. They will insist to design by themselves their outfit. The retail brands should be clever enough to give that chance of providing sale designer instead of sale assistant, sale communicator instead of sale stylist. The new formula could be the existence of private meetings instead of mass browsing in the space called Shop. The Shop could be better called a Retail museum where you can find walls of colourful canvas, a different pallet of shapes and all the samples of new intelligence materials where the human soul together with the sale communicator could express their new body vision to the sale designer.

The new world, the new fashion, the new retail and the new body language should be the way of expressing your True Self by simple, soft, smooth, sustainable, practical and multifunctional signs and thoughts.

Margarita Ivanova

Instagram: @mar.y.mar.y.an

LinkedIn: linkedin.com/in/margarita-mar-ivanova/

Email: margo.m.ivanova@gmail.com

LIZA AMLANI

The Merchant Life



Liza has over 20 years of retail insider experience and industry knowledge in Merchandising, Buying, Product Development and Retail Operations. In her career, Liza has worked with familiar brands including Ralph Lauren, Club Monaco, Nike, Walmart, and several others. Her experience encompasses brick and mortar, e-commerce and omni-channel in the areas of product creation, merchandising and product development.

In shifting to consulting, she played an integral role in Accenture's Retail Strategy group, where she was responsible for consulting with fashion brands and retailers, providing insight on relevant topics such as speed to market and future retail operating models, supporting several major business transformations across product creation, speed to market and materials management.

She is a respected voice on topics such as responsible/sustainable retail, "The Future of Retail" and has led conversations on pertinent issues related to Diversity, Equity and Inclusion.

Liza is currently the Principal at Retail Strategy Group; a consulting practice which helps companies in the retail space dramatically improve profitability.

You can find Liza on all social platforms under the @theMerchantLife and follow her on LinkedIn for retail news from a retail insider.

Newsletter Link: www.themerchantlife.com
Website: www.retailstrategygroup.com

Welcome to The Merchant Life

For retailers and retail enthusiasts wanting the insider perspective of all things retail.

Now let's talk shop.

As retail restrictions get lifted, customers will start to enter the world like a bear coming out of hibernation.

They will be slow and cautious.

Will they buy anything other than sweatshirts and gardening supplies?

They will – if retailers get it right.

If the last 12 months have taught us anything, the only way to survive, is to be flexible.



Here is a list of tips to make sure you are ready for your customers:

1. Your customers are still shopping, just online. Make sure your product mix is refreshed and don't recycle your old inventory, passing it off as new. Customers will notice. Unless you are re-purposing basics or filling in gaps in your assortment with seasonless products, keep your old inventory in your stockroom.
2. Your merchants, visual teams, and sales ambassadors need to work together. All platforms, both online and offline, should have the same look and messaging – customers have been living in a digital world and they expect a seamless shopping journey.
3. Speed is key. Curate assortments that make it easy for the customer to pick up and make their purchase. Customers are still in safety mode and they are easing back into shopping in store.

4. Frontline brand ambassadors are the first faces customers will see as they head back into stores. Give your sales teams the tools they need to focus on serving the customer. Whether it's technology to check inventory across channels, video chat to connect with customers at home after the make a store purchase, or a CRM system to capture customer's data, equip sales teams with the tools they need to make serving customers simple.

5. Be kind! Don't give customers a reason not to come into the store.

We don't know what to expect or how we will feel getting back into the swing of things.

One thing is clear.

The store, no matter the channel, will always remain open.

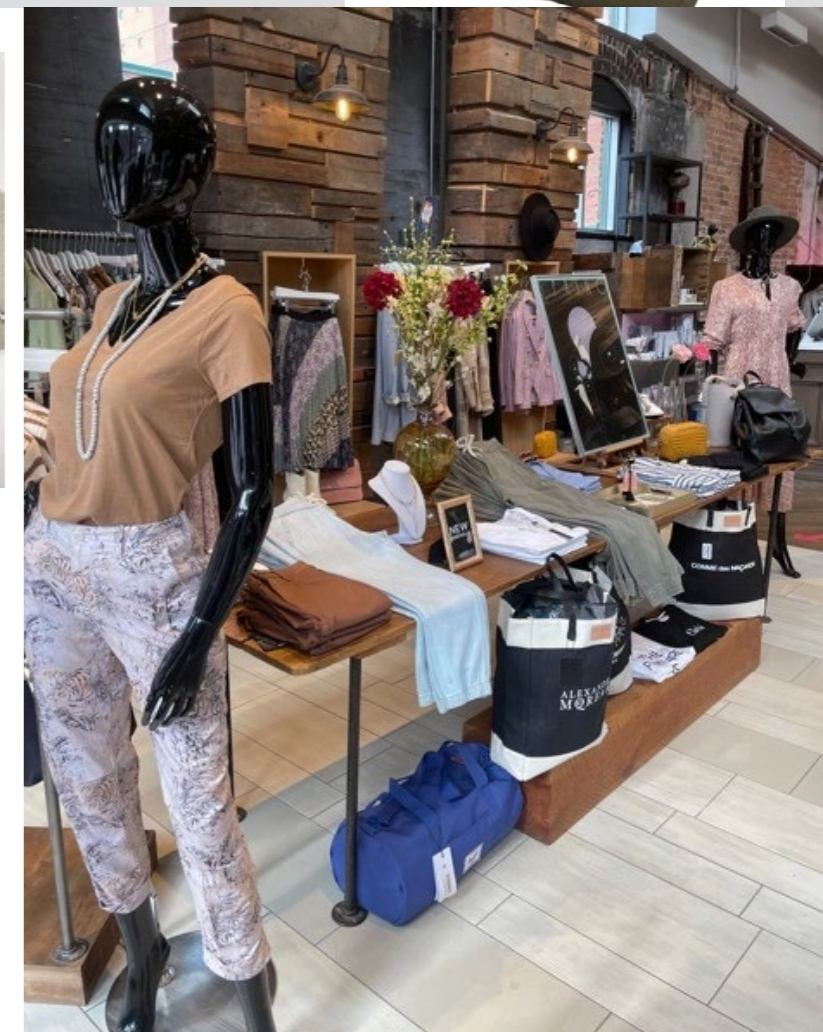


Store Spotlight

Gotstyle, one of Toronto's fashion destinations located in The Historic Distillery District, has thoughtfully put together easy to shop mini assortments for their menswear clients.

The retailer gives the customer shoppable styles through their curated packages, helping them smoothly transition into a post-pandemic life and style.

www.gotstyle.com
info@gotstyle.com



Edit Home | Life | Love

During lockdown it was reassuring that shops were still having their window displays changed, despite non-essential shops being closed. This is a great way to drive traffic to the website. There will always be people passing by the shops whether out for their daily exercise or going to pick up a morning newspaper.

Edit in Petts Wood, Kent, was no exception. From Valentine's then onto Mother's Day and now a Mediterranean concept has been installed. Designed and installed by Creative Download this simple and yet effective window concept was perfect for the 12th April; the date when non-essential shops could re-open. "Quite often 'less is more' when it comes to some window concepts" says Iain of Creative Download.

Mediterranean tiles and lemon graphics are mounted onto foamboard panels as the backdrop. MDF columns are covered in brick effect fabric and wooden window frames with wisteria are used to create the Mediterranean look complete with hanging artificial lemons.

The giftware brand Nkuku is stocked at Edit and features in the window with the use of simple product groupings.



National Stationery Week

Did you know that it was National Stationery week at the end of April? It has been a week which was all about the act of writing by hand. The digital age was meant to put an end to paper – but we still can't get enough of pens, notebooks, files, folders, and desk gadgets. We all have a favourite journal or notepad. There are some people that love browsing a good stationery shop for notepads, pens, and desk accessories.

Pre-Covid, stores such as John Lewis and Liberty reported a rise in sales in their stationery departments. In fact, Liberty has a dedicated stationery hall in response to the demand. In addition to this the luxury brand Smythson is the place to be seen when shopping for stationery and their stunning window concepts reflects this.

When it comes to shop windows, stationery is not a product medium we see much of on our High Streets or Shopping Malls, however it is quite popular.



Nanyang Polytechnic's School of Design & Media (SDM) in Singapore was awarded a British Display Society Centre of Excellence, one out of only three colleges to be awarded outside of the UK.

The British Display Society promotes the highest standards in Visual Merchandising (VM). And in SDM's Diploma in Visual Communication, there is a VM Specialisation track for Year 2 students.

Here, the principles of visual merchandising are introduced: Students learn to create attractive merchandise displays, do content curation and effective space planning. They also learn to use an omni-channel strategy, leveraging technology for a more immersive experience for the retail, events and exhibition sectors. The VM track also includes modules like Exhibition Design & Curation, Display Design and Management, Campaign & Events Management, Retail Experiential & Space Design.

Students also take complementary modules, like Marketing & Creative Strategies, Infographics & Data Visualisation, as well as Cultural & Trend Studies. They are guided closely and trained to tackle the projects systematically using design thinking methodology.

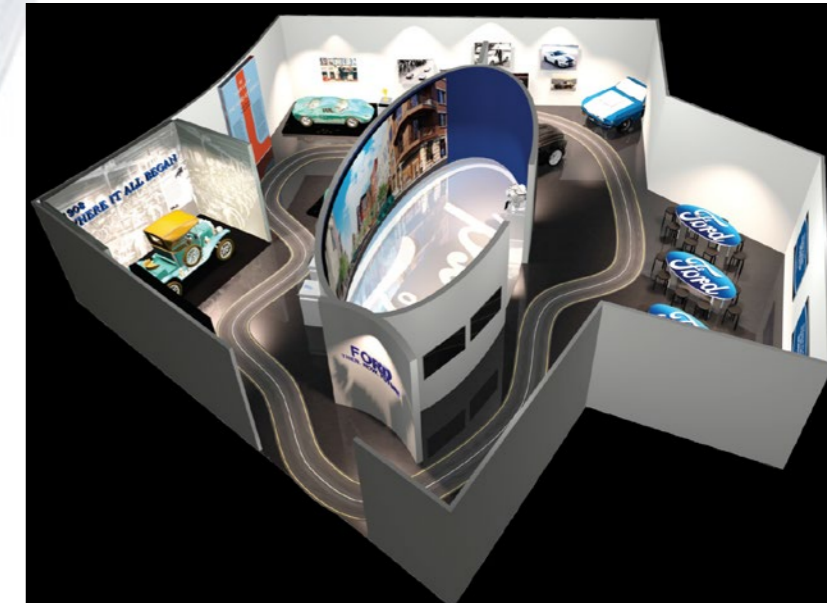
At the end of the specialisation, students would have the skillsets to create designs that entice the human senses; to trigger consumers' interest in products or brands; and, to engage consumers physically and emotionally through a seamless retail experience.

Marcus Lim, VM Specialisation Lead, guides students on their learning journeys. With his background in retail, Marcus understands the importance of customer experience and how to engage customers seamlessly from the online to the offline – like brick-and-mortar stores.

The School has been actively involved in the WorldSkills Competition (Visual Merchandising Trade Category) since 2010. Nanyang Polytechnic's students have won multiple gold, silver and bronze awards through the years, at the national as well as global-level competitions.



Marcus Lim
VM Specialisation Lead





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

VM was one of the three specialisations I could choose from in my second year. I chose VM as I was interested about creating immersive spaces and displays that enhance the customer experience. The idea of bringing my 2D designs to life was also exciting. Doing the VM specialisation also helps me brush up the technical skills needed to do scaled 3D models. I've had a lot of fun over the past year thinking out of the box, trying to discover new ways to interact with customers through design.

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

Of course! Although we are going into the age where everything is moving online, especially in this pandemic, nothing beats the experience of being in a physical retail store. While digital marketing only uses two out of the five human senses (sight and sound), traditional visual merchandising frequently uses three to four senses. This provides customers with a more immersive retail experience – that digital marketing cannot match. However, I do think it is possible to move VM onto digital platforms, using new technologies such as Virtual Reality.

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 have learnt how to look at the retail store or space in its entirety. This means combining the displays, graphics, and products to create an unforgettable experience for the customers. This is something I am sure to keep in mind while working on future projects.

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

I'd like to continue furthering my education in design and VM in order to gain more experience before entering the workforce. After that, I'd like to contribute to a company that encourages thinking outside the box, so as to come up with brand new design solutions. I would love to use my skills to contribute to the industry and invent new ways to make VM interesting.

Display Design & Management – Etude House Window Display

What was the brief for the project?

The brief was to choose a retailer, then develop and implement a display concept based on the company and product research conducted. I chose the South Korean beauty brand Etude House.

What was your thought process behind your solution?

I created a moving display inspired by the Hermès x Tokujin Yoshioka window display. I got the inspiration because the display window showed fluff moving in the wind, creating motion. So, for my display, I wanted to highlight the products' ingredients through a mixture of flat graphics and 3D fruit props – to give the display an added dimension. This goes with my tagline "Make your next date a fruitful one."

What did you enjoy most about the project?

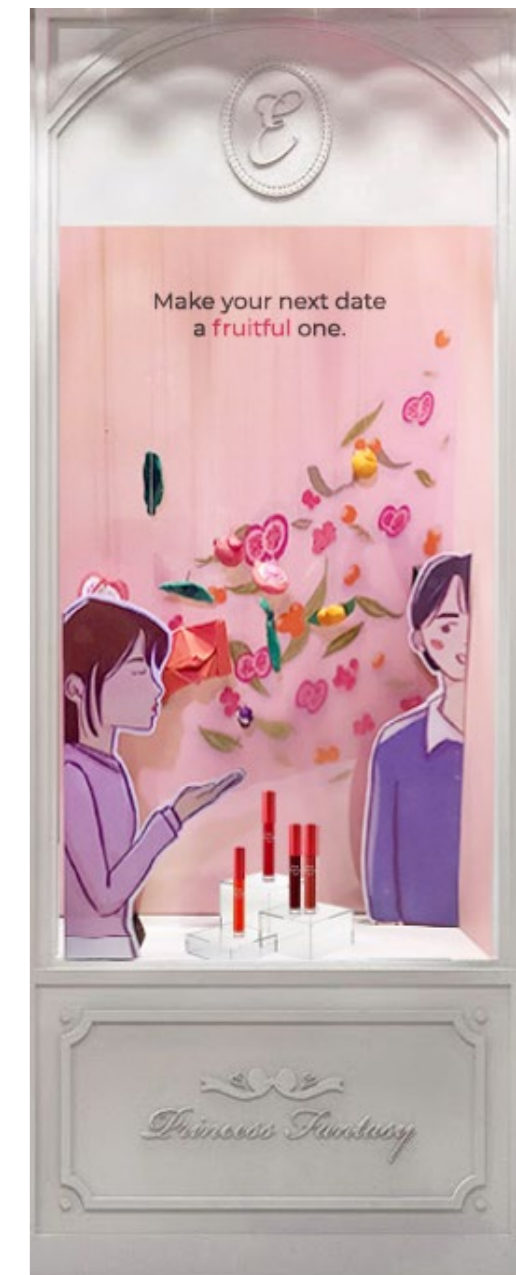
I enjoyed the ideation part most. Creating and experimenting with various concepts to come up with the best display was fun as I got to bounce ideas off my classmates and look at window

displays for inspiration. I like challenging myself and thinking of various ways to make a project more interesting. For example, I would ask myself: How can I create a display so engaging that I will draw in the people walking by?

What was the most challenging part of the project?

The most challenging part was building the scaled model during our lockdown. This project took place during the COVID-19 pandemic in Singapore. Creating this model was tough. I overcame this challenge, however, by making full use of what I had at home and being resourceful.

We had Zoom consultations with our lecturers, instead of face to face, so I made sure to submit my work on time so that I could get quality feedback.





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

When I first heard about Visual Merchandising as a specialisation, I was curious. I did research and found out it's like a playground: A myriad of lights, arts and 3D configurations. I was stunned by the creative ideas. So I decided to give VM a try. I hope to learn as much as I can about working with the concept of space.

Digital marketing can be seen as a being increasingly more important than traditional visual merchandising.

Do you find VM to be still relevant to the future of retail?

Yes, digital marketing is expanding rapidly but I do believe that consumers will always be attracted to products that they can touch and feel. Nowadays, retail companies are looking more into the omni-channel experience, where digital marketing and traditional visual merchandising work hand in hand for a seamless consumer experience. This gives consumers the convenience to shop anywhere, anytime.

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.

My most valuable lesson is to learn to be open-minded. I learnt to be open to criticism, new techniques, suggestions, and concepts.

I do encounter discouraging comments but the majority of people I've met want me to improve. With their feedback, I gained new knowledge on how to upgrade my skills.

As a visual merchandiser, we work as a team, as we discuss, plan and execute work together. We try not to stubbornly stick to one idea. We also take failures in our stride.

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

I would like to apply for a Skills Future Work-Study programme in visual communication. I hope to work as a junior merchandising designer in a retail shop and show that I am capable in handling projects.

At the same time, I will take up more advanced design courses to upgrade myself.

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.

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Please tell us about the project. What was the brief?

My brief was to do a museum exhibition. I decided to do a project on Honda, because my dad is

a very big Honda fan. The title of my project is "Honda, Shaping the Future with You." My aim is to re-introduce the Honda brand to members of the public, by highlighting ASIMO, Honda most successful robot "son." I would like visitors at the exhibition to explore Honda's past, learn about its achievements over the years and get inspired by its future ideas.

What was your thought process behind your solution?

When I think of Honda, the first thing that comes to mind: cars and motorcycles. The common perception is that Honda is a company that manufactures and sells road vehicles.

When I delved deeper into the history of Honda, its founder and its achievements, I was amazed that Honda was bigger and more advanced in technology than I thought!

Honda is a frontrunner in technologies ranging from flying cars, air bikes, jet planes, AI robots, holographic sports cars etc.

I decided to design an interactive museum exhibition to showcase what Honda has to offer.

What did you enjoy most about the project?

When I first started, I knew nothing about the 3D Max software which is able to turn 2D drawings into 3D models. However, with the guidance of my lecturers, some research and experiments, I was able to bring my work to life.

The process of creating the whole exhibition from scratch was tough. The new software's settings and controls were different from what I was used to. But I adapted and created my Honda museum exhibition. The rendered product I created was what I enjoyed most.

What was the most challenging part of the project?

Due to the COVID-19 situation, I could not visit any exhibition sites. I had to visualise the area just by using the given floor plan. So, I needed to be imaginative, and mentally constructed my 3D ideas and the entire exhibit. In the beginning, I didn't realise the complexity of the project. Luckily, I persevered under the guidance of my lecturers.



2021 The Year Of The Pop-Up

NORTHBANKS

Covid-19 has left a major mark on landlords and retailers. Whilst e-commerce has undoubtedly propped up retailers, it is not a long-term sustainable solution. Physical retail is still the best way for brands and customers to connect, especially in fashion and apparel.

At Northbanks Design we've created exciting retail environments for global clients such as Ralph Lauren, Lego, Vivienne Westwood, Converse and Alfred Dunhill to name a few. With over 25 years of experience, we know exactly how to create retail environments that best reflect an ever-changing society.

Physical retail is not dying. In fact, many of our clients and other global future-forward brands such as Nike and Burberry are heavily investing in in-store innovations. A shop is the ideal environment to communicate the brand or retailers' personality and unique authentic story that people now crave. It is a curated insight into the ethos of the brand. This is hard to achieve in a crowded digital world. With our expertise, we know a store, with its soft selling approach to product merchandising, window displays, life style decoration, characteristic shop design and assisted shopping with fellow humans we can relate to, are indispensable ingredients to a successful brand.

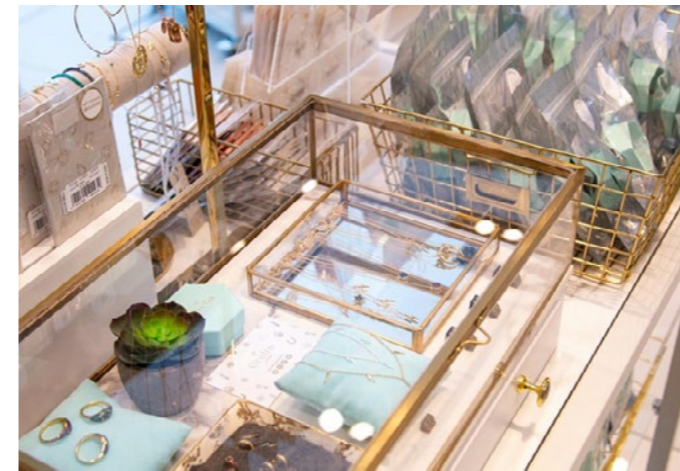
We have all seen retailers with stores having to cut back, limiting their physical footprint. However, online sales are not sure to fill that gap. Digital first retailers are perhaps in the best position but they have known that a physical presence is important to connecting to their customers, which is hard to do online. But, committing to a long-term lease is much less viable now.

We see in the new normal brands may be less likely to take out a typical five-year lease, shorter pop-up stores are going to be more appealing. Cost effective pop-ups can appear anywhere- and go where your customers are! Retail space, train stations, piazzas...the ability to be agile and 'pop-up' in locations or even different cities is a really exciting solution to reaching a wider customer base. This allows brands to test new markets and product launches, personalise buyer experience and ultimately sell more.

Temporary retail creates physical spaces that deliver a cohesive brand message that ties into marketing campaigns. A pop-up builds brand awareness, attracts positive PR and puts your brand in front of new shoppers. With that in mind, a real focus for Northbanks is creating pop-ups that provide landlords and retailers that needed flexibility. We create pop-ups that maximise the buying opportunities to ensure the customer gets the best brand experience.

Let us help you find the right solution for your retail needs, whether you are a landlord, shop owner or brand wanting to immerse customers in your brand. Get in touch!

Give us a call on +44 (0) 2079 938066 (we're really nice!)
Or email hello@northbanks.co.uk if you're feeling shy!



British Display Society Industry Expert Interview

Barbara Chapman FBDS talking to Anthony Rendall-Davis

It's a chilly, drab and cloudy April afternoon in London, but with the thought of stores opening again next week firmly on my mind, there is definitely an optimism in the air about the opening up of retail once again after its recent Covid hibernation!

This optimism and positivity is only matched by the interview I've just had with the bright, bubbly and positively optimistic Anthony Rendall-Davis, the Creative Director of the HOL group London.

He was kind enough to give me some of his precious time to talk to me about his amazing and extensive career in visual merchandising. So Anthony, tell me.....

1. Can you briefly talk us through your career path ending up finally with where you are today?

I started my career in retail at 17, and after studying Fashion Design, I took a real interest in VM. I worked at a few retailers like H&M, Oasis and Etam before moving from Newcastle to Leeds to take a role as VM Specialist for Miss Selfridge. I moved to House of Fraser as VM Supervisor and a year later I was offered my own store as VM Manager in Lincoln. I worked on lots of HO projects helping with Press Days and Store Openings and when the opportunity came up, I took the role of VM Manager for HoF White City and took the leap to London. This led to my first HO based job as UK VM Manager for Mimco. From there, I moved to VM Manager at Joy, honing my skills and shaping the Brand, bringing my commercial background and creating structure and communication between different departments, also working on nearly 10 new stores and styling campaign photo shoots. After a couple of years, I moved to Jane Norman as VM Manager covering all stores internationally, gaining further experience in working with international franchise partners. When Jane Norman folded, I moved to be VM Manager for Clintons, which was great experience with a completely new product group. 4 years later, and after a short stint at Arcadia, I made the jump from retail VM to supplier VM, as I was given the opportunity to become the Creative Director for HOL Group, and I've been here ever since, just over 5 years!

2. What inspired you to move from sales into VM and what attributes did you think you could bring to the role?

I think being in the sales side of retail definitely gives you a commercial understanding, which is an essential part of VM. I can't thank my Store Manager at Miss Selfridge enough for further developing my commerciality. I also think having worked on the shop floor gives you empathy as to what the store teams have to deal with on a daily basis whilst being tasked with floor moves etc.

3. What inspired you to leave a purely store based VM role and move to HOL?

I'd known Ross (the MD) for a couple of years through the industry, and had previously done some freelance work for a Cardiff based display company a few years before. Having the opportunity to help develop Hangers of London from a hanger supplier to a more all-round display solutions brand was really interesting. Also, to have the opportunity to develop my own ranges of mannequins and display products was incredibly exciting.



Image courtesy of HOL Group.
Photography credit: Melvyn Vincent



Image courtesy of HOL Group. Photography credit: Melvyn Vincent

4. What has been your favourite project you've been most proud of, that you have worked on in your career.

I'd say my favourite project for HOL has to be the project we're still involved in with Baukjen. They're such an inspirational brand and have just gained one of the highest B-Corp ratings in the world for a clothing brand. We've worked as a consultant on all aspects of their transition from a leading online brand into physical retail, from hangers and props, to managing a VM team and helping launch 7 concessions within JLP. It's really encouraging to see brands moving from online to physical retail in the current retail climate.



Image courtesy of HOL Group. Photography credit: Melvyn Vincent

5. Can you tell us more about your role at HOL Group and what type of projects you get involved with?

My role covers all Creative aspects of HOL, so that could be anything from supporting our sales team with Creative solutions for their clients, brand identity, planning and designing exhibitions and events to designing new products for our own ranges. Any new ranges HOL creates are led by me, and I also have a customer base that I manage myself.

6. So as you've mentioned, in your current position as Creative Director, you get involved in many pathways of design. ie mannequins, store fixtures and windows etc. Can you tell us how your experiences with the various brands that you've worked for in your career have contributed in helping you work across these different mediums?

I think working with different retail and product groups has given me invaluable experience and skill which are transferrable to HOL. Working in many fashion brands has given me a passion to create mannequins that are commercial, dynamic, and elevate the brands products. The same goes for fixtures and props, be that for fashion, homeware, or any other product category. In my career, I've worked in department stores, and that lead me to create the Farringdon mannequin range, allowing a Brand to facilitate an entire store using the same range of mannequins, though adding variety through the various sub categories, with youth, male and female, sports, maternity and plus size. Plus size mannequins were really important to me as I have worked for a few plus size retailers and realised that the industry average was a size 14-16, which is not plus size. I created a female mannequin who is a size 20, and a male mannequin who is an XXL. We also have a size 12 female in the Farringdon range, and our youth ranges from 6 months to 14 years old.



Image courtesy of HOL Group. Photography credit: Melvyn Vincent

7. What would you say has been the biggest impacts on retail and VM during the pandemic?

Unfortunately retail has seen many casualties during the pandemic, with Arcadia, Debenhams and Aurora Brands going under. I hope this can only bolster the brands that still exist to re-evaluate the proposition and positioning on the High Street. VM is always hit hard during cut backs, but this will bounce back for sure. It's looking like people are desperate to get back to shopping, so hopefully this will continue to grow as we get back to some normality.

8. How do you see the industry re-grouping and evolving after this crisis?

I do think there will be somewhat of a renaissance for retail, and there's huge opportunities for retailers. I also think customers will expect more from Retail and Visual Merchandising now, with more experiential store environments being expected and becoming more successful. Customers want to go shopping but will need the motivation. People have embraced their local retailers who have been able to some extent to keep everyone supplied. I think there will be a shift back to local shopping and hopefully a resurgence in the local High St like it used to be. I think it's more risky for the big shopping centre format of retail.

9. If you could give our student readers one piece of advice that will help them be successful in the VM industry, then what would it be? In your opinion, what attributes will they need to do so?

Be commercial! Ultimately VM is about selling, and creating revenue for a business. The Creative side of VM is exciting but the end goal is money going through the tills due to the brilliant displays you've created.

10. Tell us...What does the future hold for the HOL group?

HOL Group has a really exciting future. This year is our 25th anniversary and we have loads of exciting things happening. All will be revealed over the year. We will continue to grow our mannequin collections and have some exciting additions launching in the summer. We're also planning a celebratory exhibition in the autumn. We'll continue to work closely with the BDS, as what they do is invaluable to the Visual Merchandising industry. We hope to provide further support to students on courses, and to offer internships. We have also committed to donate our mannequin and prop samples for the use of students. We'd also like to look at sponsoring competitions and incentives where we can help make students work become material products.

I'd like to thank Anthony for taking time out of his busy schedule to chat to me about his fascinating career and for sharing his positive outlook with us on the future of the VM industry. Despite the crisis, VM is definitely here to stay and is an even more critical part of retail than it was before. It's onwards and upwards from here in!

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Article by Barbara Chapman FBDS

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Saks Fifth Avenue x Zoffany Centre Six Windows



The Saks x Zoffany centre six windows at the Saks New York flagship were inspired by vibrant wallpapers from the Zoffany archives. The display placed an emphasis on contrast and print-play with richly patterned, architectural elements and embellished fashion against a dark backdrop.

The display showcased spring looks from designers including Libertine, Gucci, Erdem, and more, alongside Zoffany patterns created in England after World War II with the purpose to infuse beauty and resilience in everyday life during troubled times. Zoffany reintroduced these patterns with this message in mind as an uplifting gift to the city of New York.



Saks Men's Spring Fashion Windows

Playing off of romantic styling cues from the men's spring runway shows, these windows at the Saks New York flagship highlight a strong mix of looks that speak to the trends of the season, while displaying whimsical sculptures of oversized yellow poppy flowers.



New website to kick start Spring



Kick graphics launch a new website! Our clients are the heart of our business, so the new website focuses on how we work with iconic brands and companies to achieve successful campaigns and bring their visions to life.

We know that printed signage forms a key part of everyday life, and for your brand to be successful you need to stand out. Using our experience, we work with you to make sure you are ahead of your competition.

We help you make a lasting impression on your customers by making your store space stand out and products complimented in the best fashion. With cohesive branded graphics throughout the store, you can influence customer buying decisions to become their first choice, always.

At Kick Graphics, we are a full-service luxury print and graphics production company that puts our customers first. We give our clients peace of mind from the design phase, to installation, and every step in between.

If you need help seeing your ideas come to life, we will be there every step of the way with our excellent customer service. From initial discussions, site visits, to delivery and installation, we pride ourselves on making sure you are happy throughout.

Always just a phone call away, we are committed to achieving great results for you and creating lasting, loyal relationships.

Each client receives personal customer care that focuses on being there for you during the project, from start to finish. Flexibility is key, as we always tailor our delivery so that our range of expertise is adapted to suit each individual project and to give you the best solution. All displays, big or small, are delivered with a hands-on approach, always available to assist with your needs.

Working with skilled professionals, your projects are in safe hands. The Kick team has experience working in retail, commercial interiors, and events sectors, including delivery of –

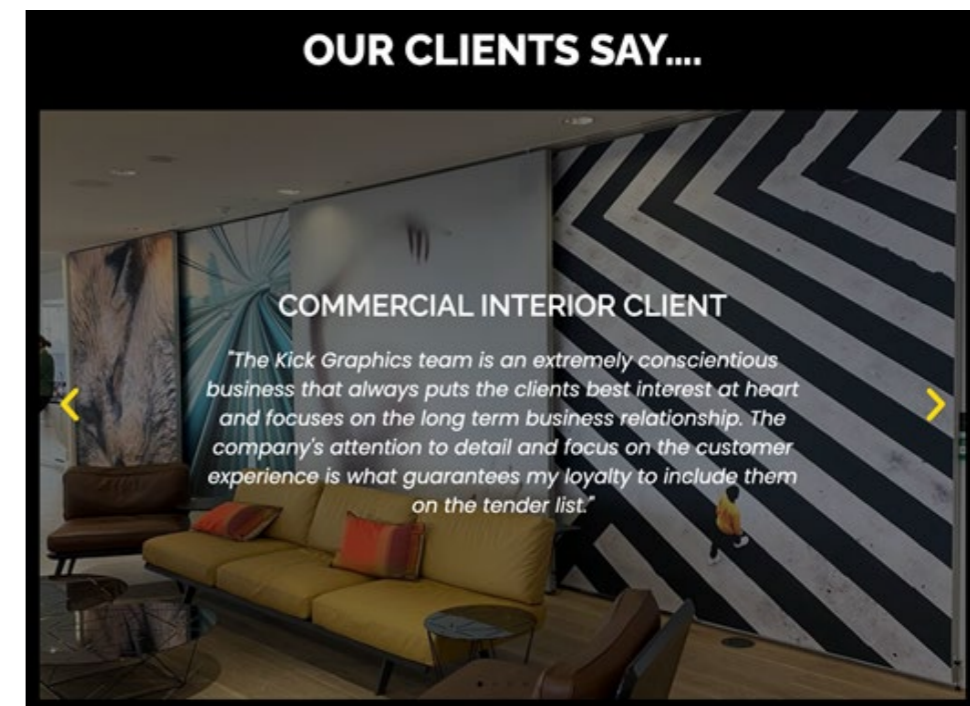
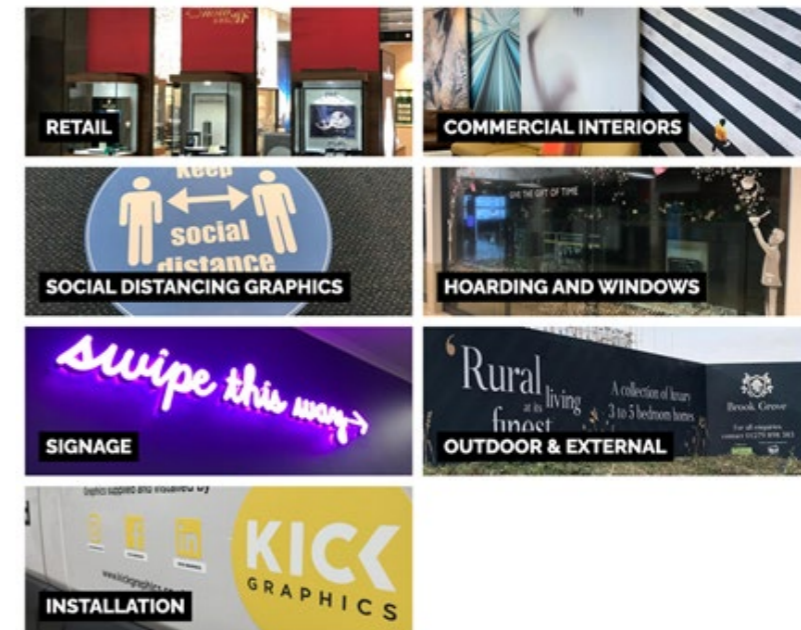
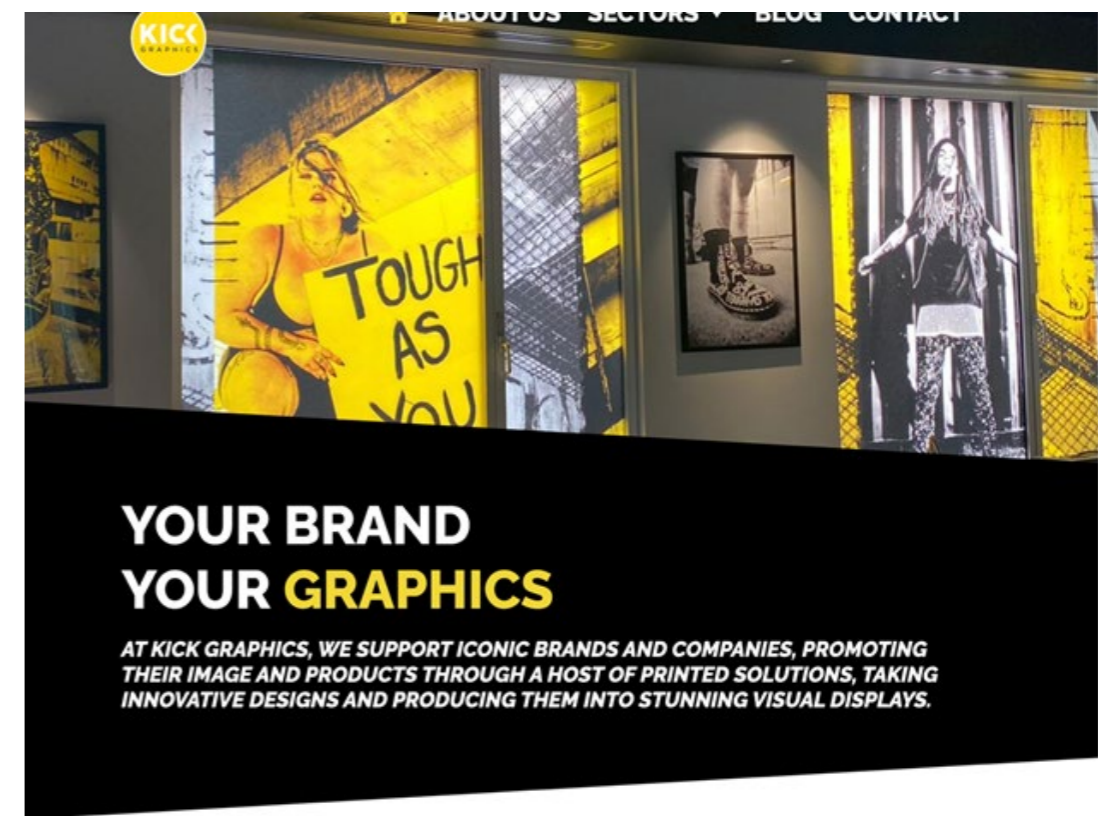
- Seasonal campaigns
- New store openings
- Refurbishment works
- Corporate lunches
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- Offices & meeting rooms
- And many more...

For your eye-catching campaigns, we deliver these anywhere in the UK and beyond. We work with you for both interior uses and exterior, weatherproof displays to ensure the best quality possible.

If you want to kick back and have a stress-free experience, choose us for your next graphics project.

Get in touch to discuss your ideas with our expert team.

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Amanda Britton Head of Visual Merchandising, Primark

Amanda Britton, Head of Visual Merchandising, Primark said: Visual Merchandising (VM) has become increasingly important to Primark, allowing us to create an exceptional in-store experience for our customers that best showcases our product, while also reinforcing our fashion credentials, brand identity and amazing prices. We are proud of the in-store experience we offer our customers, and our store design, layout and visual merchandising all play an essential part in this experience.

Primark's homeware offering has continued to grow and has seen incredible success across all 13 markets where we operate. Over the last 12 months, we've all spent a lot of time inside our homes, so it's more important than ever for our customers to love and enjoy the rooms and spaces they live in. Primark's homeware offering is an easy and affordable way to update any space, and the work of our VM team brings this to life in our stores.

We're proud to equip our VM teams with the tools to deliver great visual merchandising across all departments; we do this by providing coaching and in-house training programmes particularly through our Digital Learning Platform, which really came in to its own this past year as our teams continued to work remotely.



EL NOSTRE COTÓ
ORGÀNIC ES FABRICA
AMB FERTILITZANTS
ECOLÒGICS, SENSE
PRODUCTES QUÍMICS NI
LLAVORS MODIFICADES
GENÈTICAMENT.

PRIMARK
CARES

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Baukjen launch into John Lewis stores

By Barbara Chapman FBDS

Baukjen is an amazing London-based womenswear brand, with a specific focus on environmental, ethical and sustainable style. They have recently been certified as the highest scoring fashion B Corp in the UK and the second highest in Europe, with a rating of 'outstanding'.

Certified B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose. B Corps are accelerating a global culture shift to redefine success in business and build a more inclusive and sustainable economy.

I had the pleasure recently to work with the HOL group on the set up of Baukjens first foray into physical stores, after performing successfully for many years purely as an online brand. On the 12th April, the first day of retail opening up once again after it's Covid hibernation, Baukjen launched seven concessions in John Lewis's in Reading, Kingston, High Wycombe, Welwyn Garden City, Westfield White City, Cardiff and Manchester.

The collections we merchandised and styled were beautiful, and their first weeks performance was very successful, with some amazing feedback from customers. They already have an avid customer following, many whom I spoke to when setting up the new departments. It's a really brilliant project to be involved in, alongside an amazing brand with such great brand values!

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<https://www.hol-group.com/>

Baukjen- John Lewis Welwyn Garden City



Baukjen- John Lewis White City



Baukjen- John Lewis Reading

Baukjen - John Lewis Kingston



Steen & Strøm

Steen & Strøm in Oslo is undergoing exciting development and repositioning. Since 1797, Steen & Strøm Department Store has collected the best of continental shopping, and gathered well known, attractive Scandinavian and international brands and designers on 6 floors in one department store. The department stores' distinctive architecture mixes historical elements with modern design and stylish stores in a unique atmosphere. Steen & Strøm has a tradition for being the city's meeting point and inspiration for trends and lifestyle, something that will be even more prominent with a new entrance from Karl Johans gate, Norway's main shopping street. Among the new retail concept customers will be able to discover Norway's largest beauty hall, as well as Dior Beauty, the first in the Nordics.

"The creation of the Karl Johan's Gate entrance, Atrium, new Beauty Hall and extension of luxury provide Oslo with a leading international department store experience. Our vision is to bring the best brands & collections to Norway celebrating the unique heritage of Steen & Strøm as a contemporary city destination and meeting place," David Wilkinson, Executive Director Steen & Strøm.



Seneca College's School of Fashion
Toronto
Visual Merchandising Arts programme



Seneca

As Chair of The British Display Society, we are delighted to have Seneca College in Toronto as our third Centre of Excellence College outside of the UK.

This is such a great opportunity for students to showcase their work to a wider audience. The VM students have signed up for Student Membership of the BDS, this will enhance their projects and boost their career into the Visual Merchandising industry.

It was a pleasure to be part of the Judging panel for the college Window Display Awards 2021. Here is a selection of some of the final projects completed by the VM students. The work and attention to detail is superb and it is good to see such freshness with the concepts and the innovative thought process in creating these windows.

Iain Kimmins
Chair – The British Display Society



Seneca College's School of Fashion Toronto Visual Merchandising Arts programme

Seneca



Seneca College's Visual Merchandising Arts (VMA) program offers engaging hands-on creative courses that provide student's the practical skills and design theory for styling, visual design, and merchandising. The program is offered at Seneca's main campus in Toronto, Canada.

Courses are taught by skilled industry professionals, who not only teach from their experience but also share their enthusiasm for the visual merchandising industry. The program attracts students from across the globe. An incentive for many international students is the opportunity to work in Canada for 2 years, once graduating with their diploma. Seneca is honoured to have recently been awarded "Centre of Excellence" by the British Display Society.

About the Programme

The first semester curriculum in the 2-year program, focuses on the student's individual skills. The students learn practical display and styling techniques, display lighting, design fundamentals, colour theory, and drawing skills. The second semester introduces fashion trends, fashion history, retail merchandising, mannequin styling, and prop construction while emphasizing teamwork.

During the second year, students develop their technical skills for design, styling, and presentation through the installation of themed and branded window displays. A variety of different-sized display cases and window spaces are situated throughout the campus and include Seneca's fashion Boutique's storefront windows (where the students create displays to promote the Boutique's merchandise and brands). Equipped with display lighting and having a selection of mannequins and bust forms to choose from, students gain the experience of creating 'real' window displays.

To address online merchandising, social media applications and self-promotion, student's learn photo styling, photography techniques, and digital imaging software.

After the second semester, field placements in the industry are made available. These opportunities allow students to enhance their skills, add practical work experience to their resumés, and connect with luxury retailers, department stores, and freelancers.

Seneca has dedicated facilities available to the VMA students including design studios, computer labs, and a photography studio.

Teaching and Learning during the Pandemic

The ongoing pandemic offered challenges at Seneca no differently than at other education institutions and the decision was made to allow some hands-



on programs, like VMA to be taught in the classroom this semester, with special safety precautions in place.

At the beginning of the winter term, anticipating there might be difficulties purchasing materials and supplies, extra rolls of paper, corrugated board, and foam board were pre-ordered for the students. In an effort to minimize environmental impact, a recent decision was made to source and purchase more sustainable materials. A new initiative was started to recycle and reuse student project materials. The use of upcycled objects and materials was also encouraged, resulting in many creative projects and imaginative window displays.

Innovative Design and the Importance of Visual Merchandising

This new approach, and way of thinking and seeing objects in one's environment, created some innovative designs and display projects this semester. The final window displays, designed to promote environmental causes, had some of the most inventive props and display elements (seen in the Award-winning #ProtectTheOcean and #UpcyclingFashion themed window displays).

In lieu of a graduating student show, Seneca's new VMA Window Display Awards were judged online this year. The graduating students were delighted that Iain Kimmins, from the British Display Society, was invited to be a judge.

Seneca is privileged and excited to be affiliated with the British Display Society and awarded "Centre of Excellence". Together, both are committed to promoting the importance and future of visual merchandising in helping to rebuild the retail economy.

Seneca College's Visual Merchandising Arts program starts in September. For more information, visit the website: <https://www.senecacollege.ca/programs/fulltime/VMA.html>

Carol Crombie
Coordinator and Professor, Fashion Studies / Visual Merchandising Arts



**Seneca College's School of Fashion
Toronto
Visual Merchandising Arts programme**

Seneca



This semester, in-person classes have been challenging due to the uncertainties, restrictions, and important safety protocols. Yet it has also provided an opportunity, for both our students and faculty, to demonstrate just how truly innovative and creative they all are.

At the beginning of the term, we anticipated it might be difficult to shop for materials and supplies, so we ordered extra rolls of paper, corrugated board, and foam board.

We also started an initiative to recycle and reuse many materials and decided to consciously purchase materials that could be recycled. Teaching the importance of sustainability, we also encouraged the use of upcycled objects and materials which produced many creative projects. As merchandise and products were not easily available to the students, many starting shopping in their own closets and found products and materials from home to work with.

The new approach has provided new ways of thinking creatively and has produced some astounding results, especially in the window displays designed by the graduating students.

Carol Crombie Coordinator and Professor, Fashion Studies / Visual Merchandising Arts



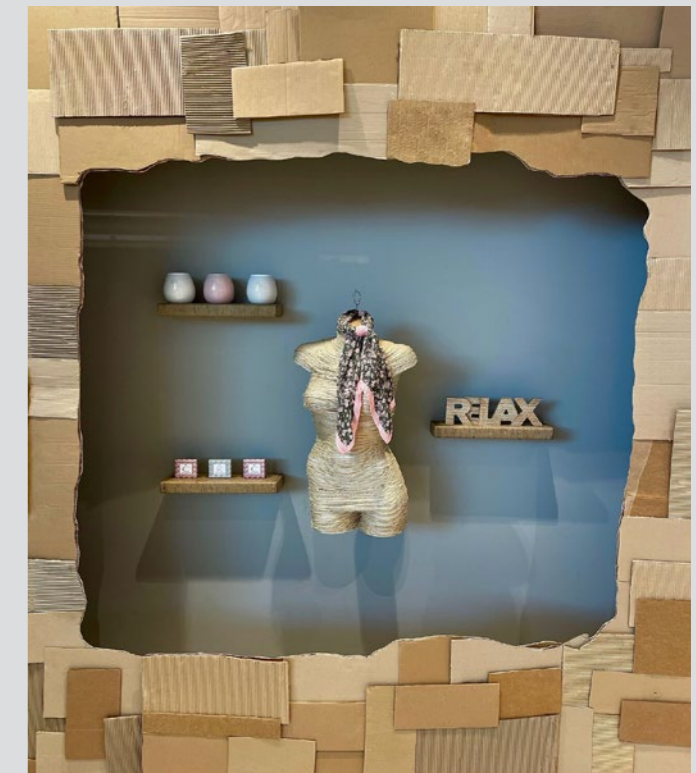
Dunnes Stores, Dublin

Window concept designed and installed by VM Student Zara Bolger Murphy

We are delighted to showcase the first of the TuDublin BA Visual Merchandising industry installations.

"Well done to the VM students and a big Thank you to The White Company, Dublin and Dunnes" says Kerry Meakin LBDS. MID1 Lecturer & Consultant in Visual Merchandising at Dublin School of Creative Arts, Technology University.

Superb work from the Seneca VM Students: Stephen Green and Lauren O'Gorman



The White Company Dublin



Great use of recycled materials in this concept.
VM Student Bebhinn Keegan

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Now is the time to reinvigorate your retail displays. Our team ensures a complete all-round service before during and after your purchase.



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HOL group

THIS YEAR HOL CELEBRATES ITS 25TH ANNIVERSARY!



2021 sees the HOL Group turn 25. Originally formed in 1996 as the original clothes hanger company, Hangers of London, quickly went on to establish themselves as a leading supplier of bespoke, luxury and wholesale hangers to retail and hospitality businesses globally.

Building on this success, HOL decided to diversify the business and were able to expand it's offer of quality products and expertise to an increasingly demanding retail landscape – culminating in what is today's HOL Group.

www.hol-group.com

Most recently HOL has expanded its popular Farringdon mannequin collection to include 'Youth'. A dynamic range of teenage mannequins perfectly placed to bridge the gap between Kids and adult. A new catalogue accompanies the launch along with a photoshoot in Margate's Dreamland Roller Disco. 'The nostalgic and fun environment that is Dreamland was the perfect backdrop to showcase these teenagers' said HOL's creative director Anthony Rendall - Davis. The addition of the Youth range cements the Farringdon collection as the industry's most comprehensive and inclusive collection of mannequins with over 80 poses available in sizes 8-20.

HOL Group have also recently updated their website to become the ideal platform to present the range of services they offer. From clothes hangers, mannequins and shop fit to VM consultancy and design services HOL Group are proud to offer a wide range of services. Visit hol-group.com

Throughout this year HOL Group will be celebrating with an exciting program of special events. Follow them on their social channels to keep up to date.

www.hol-group.com



Does your company supply the Retail
or Visual Merchandising industry?

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DISPLAY PROPS · STORE LIGHTING

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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.

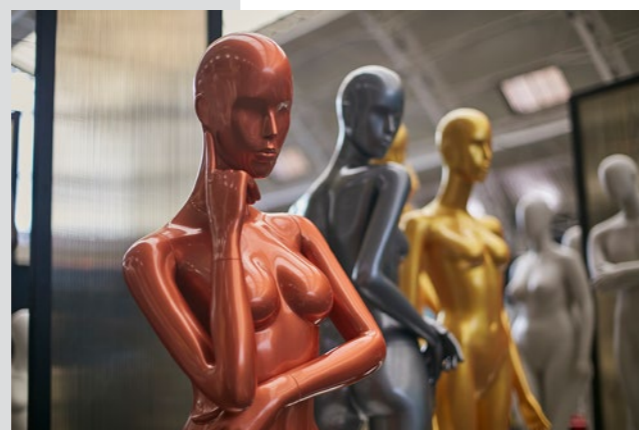
Let's keep retail and visual merchandising alive!

Introductory Offer:

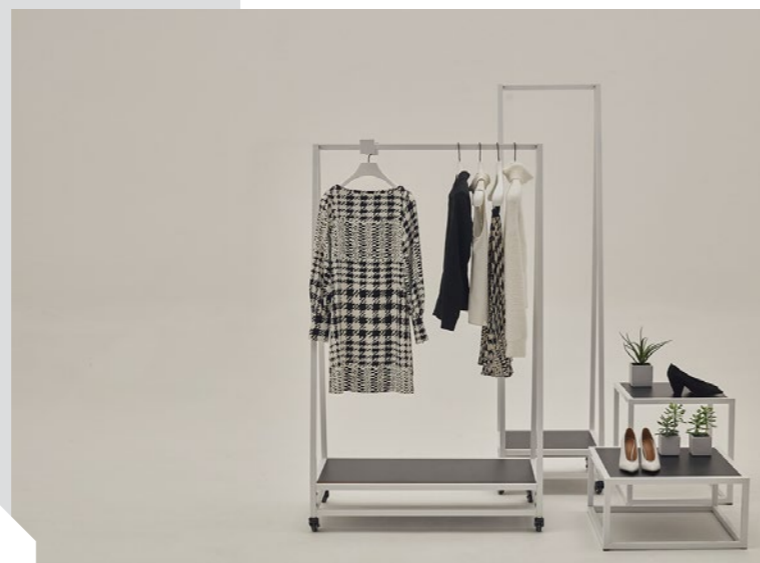
FIRST year membership only
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www.britishdisplaysociety.co.uk
enquiries@britishdisplaysociety.co.uk

follow us...



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



BY: HOL GROUP
Westminster furniture range which is
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**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



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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.

From initial installation, new product updates, maintenance, to end of life, as well as sourcing and project management of campaign materials, we can make it happen in-store.

Whether you've got big ideas for a new product launch or need to execute a retail campaign in short timeframe, this is the kind of challenge our team thrives on. Talk to us about your next project.

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RETHINK YOUR P-O-P JOURNEY FOR A SUSTAINABLE FUTURE



At 100% we are committed to reducing the impact retail marketing products make on our planet. We believe that sustainable P-O-P should have the end-of-life mapped out from the start of its lifecycle.

We offer a range of solutions to handle retail displays which have served their purpose, from disassembly & removal to refurbishment, repurposing, recycling and target zero waste to landfill.

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LET'S ACT TOGETHER FOR MORE SUSTAINABLE VISUAL COMMUNICATION!

Let's act together for a more sustainable future...

Antalis is a uniquely positioned supplier of large format printable materials, suitable for a wide range of applications including interior decoration, retail design & display, POS, POP, exhibition and events. They encourage sustainable practice as well as provide a framework of products and services to support customers on a global scale.



Within the print industry, the large format sector is currently responsible for approximately 1%, or 0.5 million tonnes, of global plastic production, meaning the sector has a clear eco-responsibility to move away from fossil heavy materials and drive change towards recyclable, renewable and recycled solutions. As a direct result, Antalis has created a Sustainability Manifesto to outline 'its' commitment, alongside a support framework of products and services for customers to help them make the transition towards a more eco responsible future.

A robust framework of products and services:

- **Responsible Sourcing** Antalis' ANTRAK online platform is designed to collate, centralise and analyse supplier information relating to regulation, product traceability and CSR commitments.
- **Green Star System** A framework that measures key factors including raw materials used in production, through to end-of-life recyclability and attributes a Green Star rating to each product in the Antalis visual communications range, making it easy to identify and understand how sustainable they are.
- **Sustainable Products** Antalis offers eco-responsible alternatives for most indoor and outdoor visual communication applications with the same high level of performance.
- **Carbon Offsetting** Antalis works with two leading partners – The World Land Trust and Forest Carbon, to ensure that customers carbon credit purchases fund the best projects in the UK and Worldwide.
- **Waste Management Partnership** Antalis' leading partner Prismm Environmental, can audit customers waste then help them to reduce it, as well as manage how best to recycle, use or dispose of each material type generated.

If you are looking to become a more eco-responsible business, but you have valid concerns regarding your budget, processes and your expectations of quality, **Antalis' Specification Consultants** will listen, and understand your needs, and support your transition.

Antalis would love to hear from you...

For more information, please visit www.antalis.co.uk

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Antalis' Green Star System™ helps you to choose eco-responsible options for your large format communications by measuring key factors including raw material used and recyclability at end-of-life. Find out more about the Green Star System™ and our ever expanding range of sustainable visual communication products.

www.antalis.co.uk



antalis™

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VISUAL MERCHANDISING CONSULTANCY



In this tough market, retailers need to create the right shopping environment that reflects their Brand to ensure that all-important customer experience. 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.

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
Visual Merchandising
Retail Design
International Work
Store Set-Up & Openings
VM Guidelines



www.creative-download.co.uk

hello@creative-download.co.uk



ADD+ provides a solution that ensures maximum exposure of your brand, at the Point of Sale. We are able to achieve this by building a dominant presence for your product display, at retail outlets. Our team of creative experts, are geared to develop inspiring visual merchandising display units of the highest quality!

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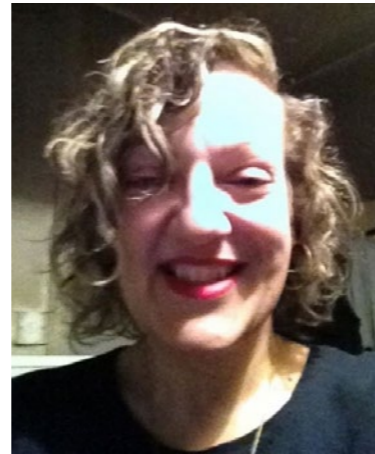


BARBARA CHAPMAN

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?

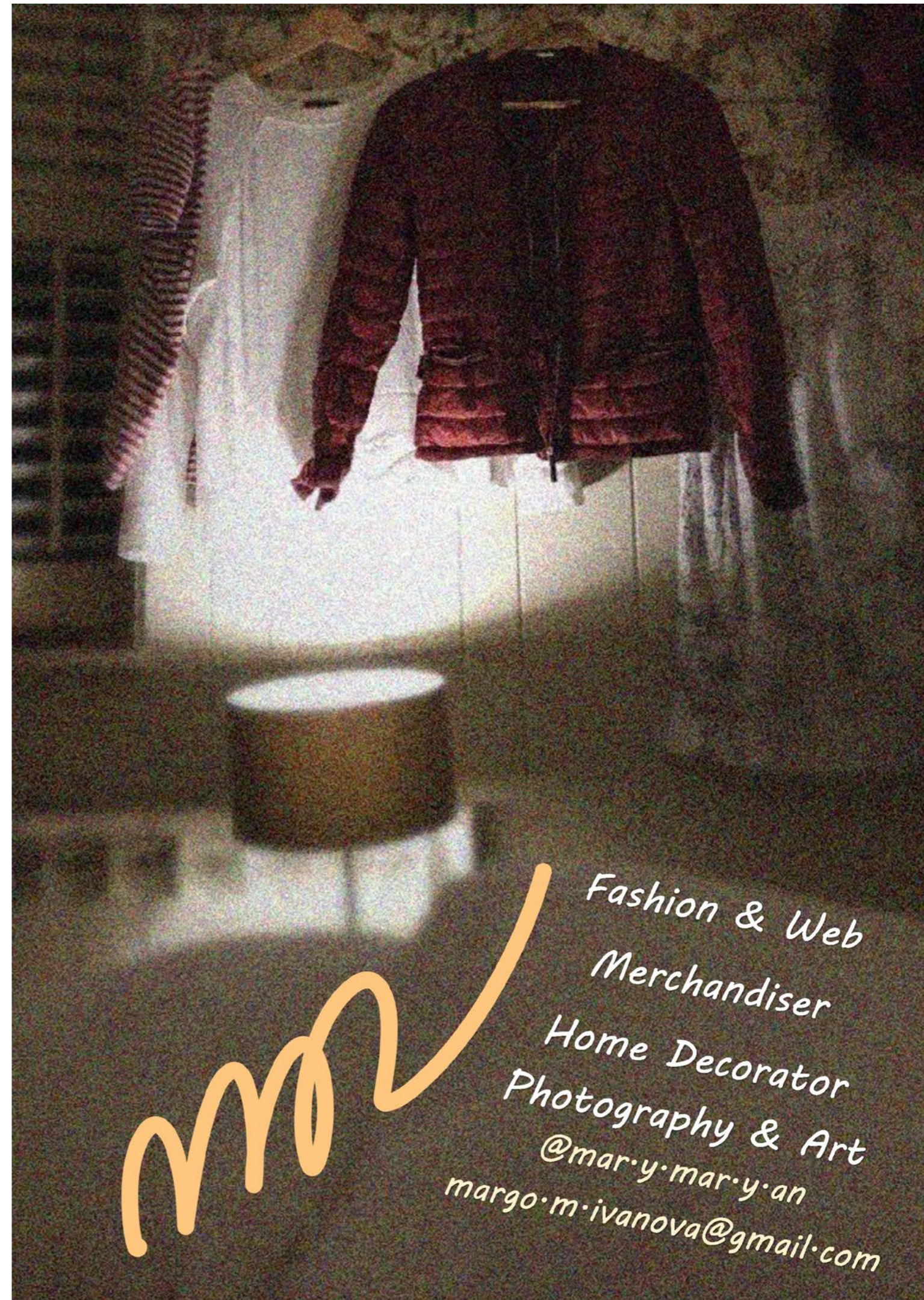
We also deliver bespoke training sessions or informative webinars to meet your individual business needs.

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



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Merchandiser
Home Decorator
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Alison Blatcher ABDS

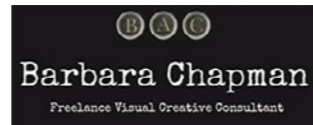
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Verve Arvola ABDS

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

www.skissi.com



Barbara Chapman FBDS

VM Consultant

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Iain Kimmins FBDS

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Kat MacLennan ABDS

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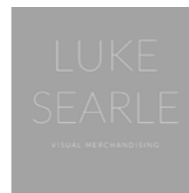


Jane Le Bon Creative

Jane Le Bon FBDS

VM Installations | Window display Events | Online styling

www.janelebon.com



Luke Searle ABDS

reelance Visual Merchandiser. Bristol based but extensive travel all over UK and Europe.

www.lukesearle.com



Liz Johnston FBDS

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

E-mail: liz@strictlyvisualdisplay.co.uk

So why not join the BDS today?

If you are a VM Student, then membership is just £20 a year

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.

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Luga Baruga

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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



VM and Events

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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

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Be Bold

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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
Email: hello@creative-download.co.uk
See BDS website for full biography. 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
Email: helen@madeyoulookmadeyoustare.co.uk
See BDS website for full biography. 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
<http://www.facebook.com/strictlyvisualdisplay>
See BDS website for full biography. 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
Email: john@northbanks.co.uk
See BDS website for full biography. 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
See BDS website for full biography. 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
Email: nigel.fisher@comfi.co.uk
See BDS website for full biography. 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



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
See BDS website for full biography. 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 | karlmckeever.com
Email: karl@visualthinking.co.uk
See BDS website for full biography. 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
See BDS website for full biography. www.britishdisplaysociety.co.uk/about



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BDS - Representing the Visual Merchandising profession

Welcoming Visual Merchandisers
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Lets keep Visual Merchandising alive
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www.britishdisplaysociety.co.uk

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Recognising Excellence

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