

British Display Society
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VM SPOTLIGHT

BDS - Representing the Visual Merchandising profession

Issue: 2021 No.4



NORTHBANKS
REINVENTING
RETAIL.

Welcome

Welcome from the Chair



Welcome to another bumper issue of VM Spotlight. We are delighted to showcase stunning store windows from Saks and Macy's in New York as well as the new Beauty Hall from Steen & Strom in Oslo.

Closer to home, we are pleased to feature the superb window concept at Fortnum & Mason plus the Pop-Up Garden Centre at Selfridges.

It is great to see the passion and enthusiasm from the various designers/visual merchandisers who are installing these concepts. As we know Visual Merchandising is all about creating retail theatre and giving the customer that memorable experience as they browse the windows. Now that we have passed the Longest Day of the year, retailers will now be focusing heavily on Christmas 2021. This can only mean one thing: it's time to gear up for Christmas. This is the biggest shopping event of the year, and for many retailers this accounts for up to 30% of their annual revenue.

Following various conversations I have had with various retail stake holders, there is very much an improvement in retail as we emerge

from the pandemic. Business is brisk with our Corporate Members: Sizzle Design, HOL Group, and Northbanks.

If your business supplies or sells goods or services to the VM/Retail industry, then why not sign up as a Corporate Member. Membership is £150 for the first year and £200 for subsequent years. It is a great way to network and to showcase/advertise on our Social Media sites and in our VM Spotlight magazine that has a circulation of 1.9m people in the VM/Retail industry.

We are currently holding an 'End of year' VM competition for the VM students from our Centre of Excellence colleges. Student work is being submitted and our panel of judges will be delighted to announce the winners shortly. Our Graphics team are planning on creating a special edition VM Spotlight to showcase the outstanding work of our VM Students.

Enjoy the July issue!
Iain Kimmins FBDS
Chair

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Chairman

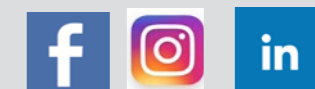
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BDS Membership

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 membership of the BDS due to their enthusiasm and commitment towards the industry;

Associate

Jo Simonds ABDS
Jason Brown ABDS

Fellow

Celia Leeson-Cox FBDS
Silvia Chialli FBDS
Elizabeth Foster FBDS
Louise Rennie 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

Petter Pharmacy is an established and well-known pharmacy store in Crouch End, London.

Nowadays, pharmacy shops are more than medicine, toiletries and medical supplies. Moving with the times and trends it is a one-stop store, not only for medicine and our well-being, but somewhere you can indulge yourself with ranges which include Clarins, L'Occitane, L'oreal, and many more brands.

Petter Pharmacy and their other pharmacy stores are clients of Creative Download, and their windows are regularly changed to keep the freshness of the store. "Our windows are always a talking point here in Crouch End" says Jayesh Patel, owner of Petter Pharmacy. "We value the work done by Iain and his VM team in creating such fun and yet commercially viable window concepts"

To celebrate Father's Day, a Playing Card concept was devised and installed. This featured oversized playing cards and playing card printed fabric. While the concept is busy, it really works, and the feedback has been positive, and sales of men's toiletries and men's gifting has increased.



Yarnton Home & Gift

As Chair of The British Display Society, I was delighted to award Celia Leeson-Dixon, Jo Simonds and Jason Brown their Membership Certificates.

Given her wealth of experience and knowledge, Celia was awarded Fellow of the Society while her VM team Jo and Jason were awarded Associate Membership.

I originally met Celia nearly 20 years ago at Top Drawer in London whilst I was working on stand presentation of the Two's Company giftware/homeware stand. We lost contact for a while, so it is great to reconnect with her again.

The British Display Society offers help and support in terms of visual merchandising training/guidelines to help create a great shopping experience. It is widely recognised in the UK for being at the forefront of VM education with its team of highly experienced Visual Merchandisers on the BDS Team, who have all had formal training and practical experience in many of London's stores.

Iain Kimmins FBDS
Chair & Director



Yarnton Home & Gift

Yarnton Home & Gift in Kidlington, Oxfordshire is a stunning destination Centre for plants, shrubs and all garden materials and accessories, including garden furniture for that outdoor living experience.

In addition to this it has a superb gift/home section plus a coffee shop and restaurant. Given the recent rise in popularity of garden centres, Yarnton is very much a 'destination shopping experience' where shoppers can spend some time leisurely walking around the showroom.

www.yarntonhomegarden.co.uk



Retail is not just on our High Streets



Retail is not just on our High Streets.

When we think of retail, we automatically think of shops and stores on our High Streets and in various shopping malls.

Napoleon is often quoted as deriding Britain as a nation of shopkeepers, but it was actually Bertrand Barere de Vieuzac, the French revolutionary, who first used the phrase in 1794.

So, while we are a nation of shopkeepers, we are also a nation of shoppers. There is nothing better than indulging or browsing a shop or store.

Retail extends far beyond the High Street and shopping malls. When we have a family day out to a theme park, museum or visitor attraction, there is usually a retail shop on site. It's there to tempt us to part with our hard-earned cash and to generate additional revenue for the attraction. Visitors are a captive audience once inside the attraction and whether you are shopping in a store, shopping mall or a gift shop at a visitor attraction, visual merchandising and superb store presentation is paramount.

At the end of May, Creative Download worked on a retail project which was very productive, spending several days re-merchandising the Gift Shop at the Slimbridge Wetlands Centre in Gloucestershire.

Tables/Fixtures and merchandise were moved and zoned to create 'hot spots' giving great retail theatre and a great memorable shopping experience. Display props such as the garden trolley and ferns were supplied by Creative Download from our display studio together with the artwork and printing of the Father's Day signage.

The Wildfowl & Wetlands Trust have been a client of Creative Download for some time, and we oversee the Visual Merchandising/Store Presentation at most of their sites across 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 as a centre for science and conservation. WWT now welcomes a million visitors each year to the 9 Wetlands centres around the UK.





Widfowl & Wetlands Trust

The Wildfowl & Wetlands Trust is an international wildfowl and wetland conservation charity in the United Kingdom.

Its Patron is Prince Charles, and its President is Kate Humble.

WWT save critically endangered species from extinction, working with communities around the world who depend on wetlands and inspire people to take care of nature.

For further information about The Wildfowl & Wetlands Trust visit www.wwt.org.uk

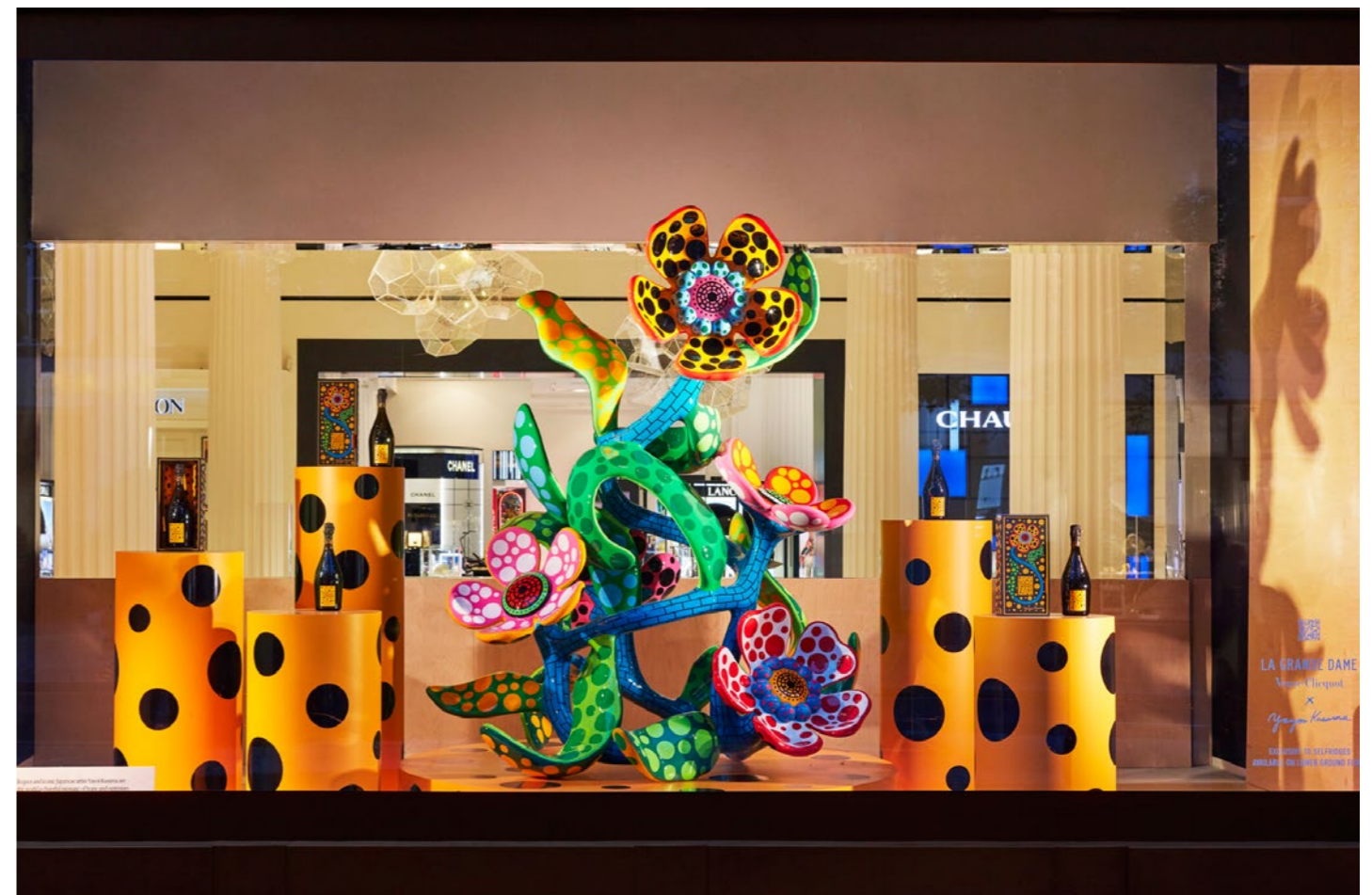


Selfridges, London

Wow! What a stunning window concept at Selfridges in London.

La Grande Dame champagne was named such in a tribute to Madame Clicquot, this 2008 cuvée is pretty special. Known among connoisseurs as one of the finest champagnes in the world, it's the pride and joy of the house. An expert blend of Pinot Noir and Chardonnay grapes, you can expect a lively texture and full-bodied flavour with the trademark freshness of stone fruit.

Photograph's courtesy of Harlequin Design London



Macy's Flower Show 2021

A two-week exhibition of exotic flowers & plants from around the world returned to transform Macy's Herald Square in New York City into a breath-taking floral extravaganza.

Covering a total of 3,000 square feet with over 10,000 Bespoke Roses, Peonies, Hydrangeas and Cherry Blossom to bring the beautiful facade to life.

This season's show was the store's gift to the local community for rising to the challenges of last year with resilience & optimism. We celebrated the promise of 2021—with all our beautiful blooms inspiring joy & hope for brighter days ahead.

Thanks to James Bartington of Harlequin Design for the images



Nordstrom, New York

When creating the stages with the theme of sustainability, we knew there was going to be a lot of forethought and pre-work involved. For over a month, we were collecting packing materials, boxes, bottles etc- anything that would normally be thrown out. For those stages that we knew would require something more sturdy than normal refuse, we acquired materials that we knew would be easily recyclable after the stages were taken down. From there, it became a process of using our own creative minds to make beauty out of what's, essentially, trash. Also, in as many places as we could, we tried to incorporate fashions from designers that take sustainability into account when making their clothes. The results turned out more beautiful than I think even WE anticipated. This trim will definitely go down as one of our team's proudest creative achievements.

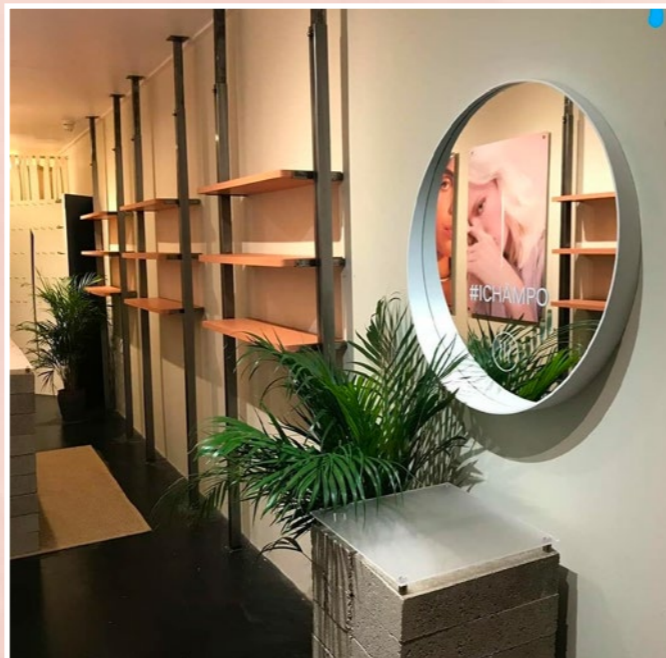
Rasheed Crawford
Visual Merchandiser, Nordstrom NYC Flagship





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H.O.L is a London based supplier specialising in
facilitating retail and display requirements within
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Email info@hol-group.com to make an appointment



NORTHBANKS

Brand: Orelia, a Brighton based British brand who create beautiful jewellery, accessories and clothing.
 The brief: To create Concessions and Wholesale fixtures that hero the products and allow interesting visual merchandising product presentation and display
 Northbanks's solution: A SKU efficient suite with a combination of flexible vertical and horizontal surfaces that allow for more creative ways to display mostly packaged jewellery and new category accessories.

Visual merchandising adds value to products by displaying them in a way that not only better exhibits the product, but it can also achieve other goals – such as elevating the products so that they look more premium. This is important for a couple of reasons: Firstly, to introduce higher price point merchandise (and ranges with better margins), VM is used to better align the product with more premium jewellery brands. This raises the perception and matches the customer expectation associated with higher priced accessories. Secondly, as current product ranges expand, they also need to look desirable and be displayed in a suitable manner. Overall, our client wanted to better connect with their brand followers, whilst also being perceived as more upmarket but still great-value, along with providing a better customer experience and journey that would bring about better shopper satisfaction, brand perception and image, and of course, increased sales and profitability.

The new horizontal surfaces allow for a more traditional display, paired with glass showcases with POS, T-stands,

neck busts and gold wire bins. All these styles of display are reminiscent of higher end brands and give the shopper visual cues to identify the brand in a similar league.

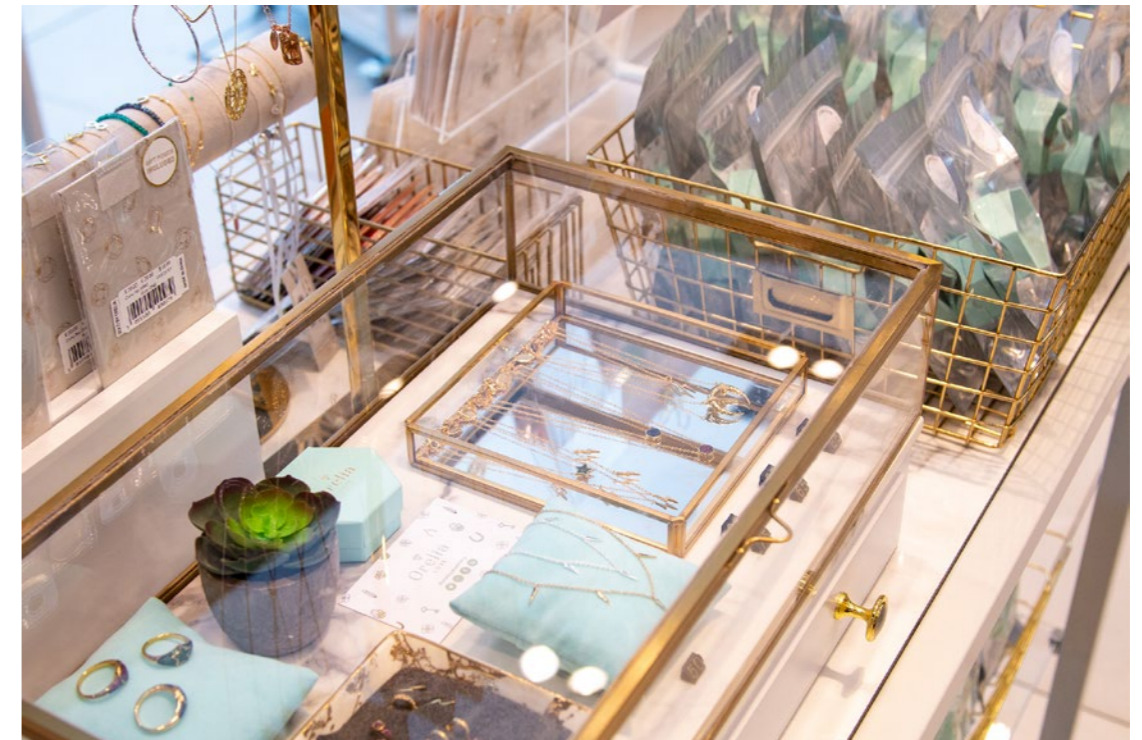
The vertical merchandising is made more flexible with custom made metal pegboards that can support shelves, various prongs and even vintage drawer pulls that help add the brand's distinct character to the displays. These features and systems allow more flexibility and future proof the fixtures. Brands are always evolving and so the VM supports these changes, allowing the bar to be raised and exceeding customer expectations.

The best 'real estate' on furniture is at eye or countertop level but space constraints and capacity requirements invariably means the Visual Merchandiser must also utilise lower and upper areas of fixtures. Skill is required to draw attention to areas that would otherwise be overlooked. The art of VM is to guide the customer's journey by catching their eye and creating a 'grammar' where the product presentation is 'read'.

Our client's customers really related and connected with the new fixtures and style of VM, which in turn increased brand exposure and ultimately sales.

It really shows that great VM has a positive and tangible impact on sales and brand image.

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



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

Steen & Strøm

In May 2021, Oslo's luxury, contemporary department store Steen & Strøm, which is managed by Promenaden Management, is officially relaunched today following a major NOK 300 million (£25.7 million GBP) refurbishment and upgrade in the city. The completed investment works to the more than 220-year-old iconic department store include a brand-new entrance onto Norway's busiest shopping street for the first time in its history, a state-of-the-art beauty hall and upgraded architecture which introduces a stunning new atrium.

Steen & Strøm, which first opened in 1797 and is the oldest running luxury department store in the world. Furthermore, it is the flagship destination of Oslo's Promenaden Fashion District, with six floors of fashion, style, beauty, lifestyle and food. As part of the launch and extensive rebranding initiative, the department store is also unveiling a new name, logo and visual identity. The store is to be known as Steen & Strøm 1797.

Annette Lund, Chief Executive of Promenaden Management, commented: "Steen & Strøm truly is the jewel in the Promenaden Fashion District crown and we could not be more excited to reveal the results of this major investment. Having a fashion destination like Steen & Strøm in Oslo greatly contributes to its international appeal and we are excited to continue bringing the latest and greatest to the Norwegian market."



New entrance

As it relaunches this week, it does so with a completely new entrance opening up onto Karl Johans gate – Norway's most visited shopping street with over 15.5m shoppers every year. With this new entrance, the footfall of the department store is set to more than double from 2.2m to 5m visitors next year.

New beauty hall

Steen & Strøm has also recently opened a new beauty hall which features a mix of products, services and experiences such as a Skin Lab for niche brands, a men's grooming area and a fragrance bar – and includes a world-class line-up of premium and luxury brands including Chanel, Le Labo and the first Dior Beauty Boutique in the Nordics, as well as a strong focus on services and experiences.



Steen & Strøm

New brand, name and identity

Coinciding with this week's relaunch is the unveiling of a new visual identity created by Lotta Nieminen Studio, which has previously worked with the likes of Hermès, Bvlgari, Condé Nast, Liberty of London, Monocle and Vanity Fair. The rebrand consists of a new visual identity and logo as well as the adaption of the new name Steen & Strøm 1797 to reflect the rich and unique heritage of the store.

Lotta Nieminen said of the new brand: "Getting to pull from such a long history is an inspiring starting point to a project: the story is already there! It was important for me to interpret Steen & Strøm's heritage through a modern lens in order to highlight not just the legacy, but the store's position as a bold, forward-thinking fashion destination throughout the years. With the new name, a modern type palette and a bold take on colour, the brand elements give Steen & Strøm a confident visual voice that embodies its high-end playfulness."

The recently completed works make up the first phase in a two-year master plan to future-proof the department store, with the remaining two phases set to transform the remaining floors of the department store and introduce elements such as a French luxury corner and a unisex floor. Later this year, a new e-commerce initiative will be launched in collaboration with Wishibam.

David Wilkinson, Executive Director of Steen & Strøm, added: "Steen & Strøm is already a completely unique destination in Oslo and with the upgrades now being undertaken, we are ensuring it is fit for the future and continues leading forward for Norwegian retail. With the new entrance, the store's prime location in Oslo's city centre will be further reinforced, while the architectural upgrades ensure a fresh and contemporary look and feel."

Sales since reopening after Oslo's emergence from government-imposed Covid-19 restrictions have already been encouraging, with the beauty hall exceeding targets on its first two days after reopening. Norwegian retail has proved resilient during the pandemic, with Steen & Strøm reporting double-digit growth last summer, and Norway is expected to come out of the pandemic as one of the most robust economies.



Ireland's Indie Advantage



Ireland's reopening schedule is a little behind that of the UK. Non-essential retail reopened on 17th May, outdoor hospitality on June 7th and as I write this - we still await indoor hospitality dates. Like the UK, Retail in Ireland has had a challenging time. From March, many retailers were closed for 18wks of last year. Some even longer due to regional lockdowns. In addition, businesses were shuttered for almost 20 weeks this year. However, green shoots are appearing as we emerge and reopen. The Pandemic may have rocked our worlds; however, it has also unleashed some amazing innovation and entrepreneurial spirit, especially within the SME and Indie retail space which is benefiting from a more localised population.

Govt supports have been strong here, with wage supports, rates deferrals, re-start grants, mentoring to enable business continuity, and some very practical programmes to support retail both regionally and in border towns (to alleviate Brexit impact). Enterprise Ireland and the Local Enterprise networks also did a strong push on getting businesses online. Retailers could avail of a trading online voucher to help finance website builds or upgrades, and to push ahead with digital marketing and AI / digital innovation. This was worth €k to an SME retailer and up to €0k for the larger operators. And this support has been transformational for many independent retailers, and enabled them to trade from behind closed doors:

Fionnuala Kelly owns Fi & Co boutique in Portmarnock, Dublin. Closures across legacy retail estates have created retail space / Space that would usually be out of reach for a small independent retailer. Fionnuala spotted an opportunity to take a pop-up unit in a shopping centre within a busy Dublin suburb. And she has not looked back! The business has now signed a lease for their second unit!

www.ficoboutique.com



Anne & Conor McNamara are a mother/son team and 3rd & 4th generation owners of Mc Auliffe's craft shop in Donegal. The business celebrated 100 years in business earlier this year - and during the most recent lockdown. Anne & Conor have used the forced pauses' in trading caused by the Pandemic, to update & integrate their epos systems, finesse a new website, and to totally modernise their beautiful store. This has really paid off and business has been stronger than ever since reopening. <https://mcauliffescraftshop.com>



Eimear Sheehan owns Wink and Elbow, an uber-cool gift & homewares store in Dungarvan in the Southeast of Ireland. The Pandemic encouraged Eimear to get online and also to lean into her natural creativity in order to stand out and trade from behind closed doors. Visuals and video have played a huge part in Eimear's bricks & mortar as well as her digital strategy. This is a design focused business that is future fit.

<https://winkandelbow.ie/>



Kevin McAllister Electrical is a second-generation family business in Drogheda, a town that is forty minutes from the border with NI. This traditional business is >70 years old, and Kevin has been at the helm for 42 years of that time. Last year Kevin took time to really focus on his business. As well as updating the store layout and visuals, Kevin got a website built www.kevinmcallisterelectrical.ie, and then focused on video, and engaging social media audiences across Twitter, Instagram, Facebook and even TikTok. It would be fair to say that the Pandemic has given this SME business a completely new lease of life.

McAuliffe's Craft Shop



Much like the UK – Ireland has had its share of retail casualties. However these are just some examples of the many business owners – across the arteries of Ireland – that have really leaned into the opportunity of a more localised audience, as well as the momentum to innovate, and be nimble in how they trade. And that agility is the Indie advantage!

About Miriam Simon

An experienced Retail Strategist, Miriam translates consumer trends and complex business strategy – into easy to digest and easy to implement actions that deliver powerful results for the businesses she works with.

Her background includes senior and board level roles within brands such as TK Maxx, Monsoon Accessorize, Life Style Sports, and B&Q. Alongside this, Miriam has spent the last decade mentoring start-ups in the disruptive technology and med-tech space, and still works with the European Innovation Council in this field. Miriam's focus is on future retail models and trends. Since the Pandemic broke – she has developed and delivered several highly acclaimed seminars and programmes focused on the SME retailer and how to survive and thrive. Across the last year, Miriam has worked with hundreds of retailers to support their success, despite lockdowns and closures.

Miriam also founded the Retail Powerhouse in 2020 – a group for ambitious independent Irish retailers, which is focused on agile trading strategy.

Her e-book 'Retailing through uncertainty – Time to thrive' is available from www.pto.ie

Sizzle Design London

Eye Candy Beauty Bar Milton Keynes

Here at Sizzle Design London, we love being inspired by nature and seasons!

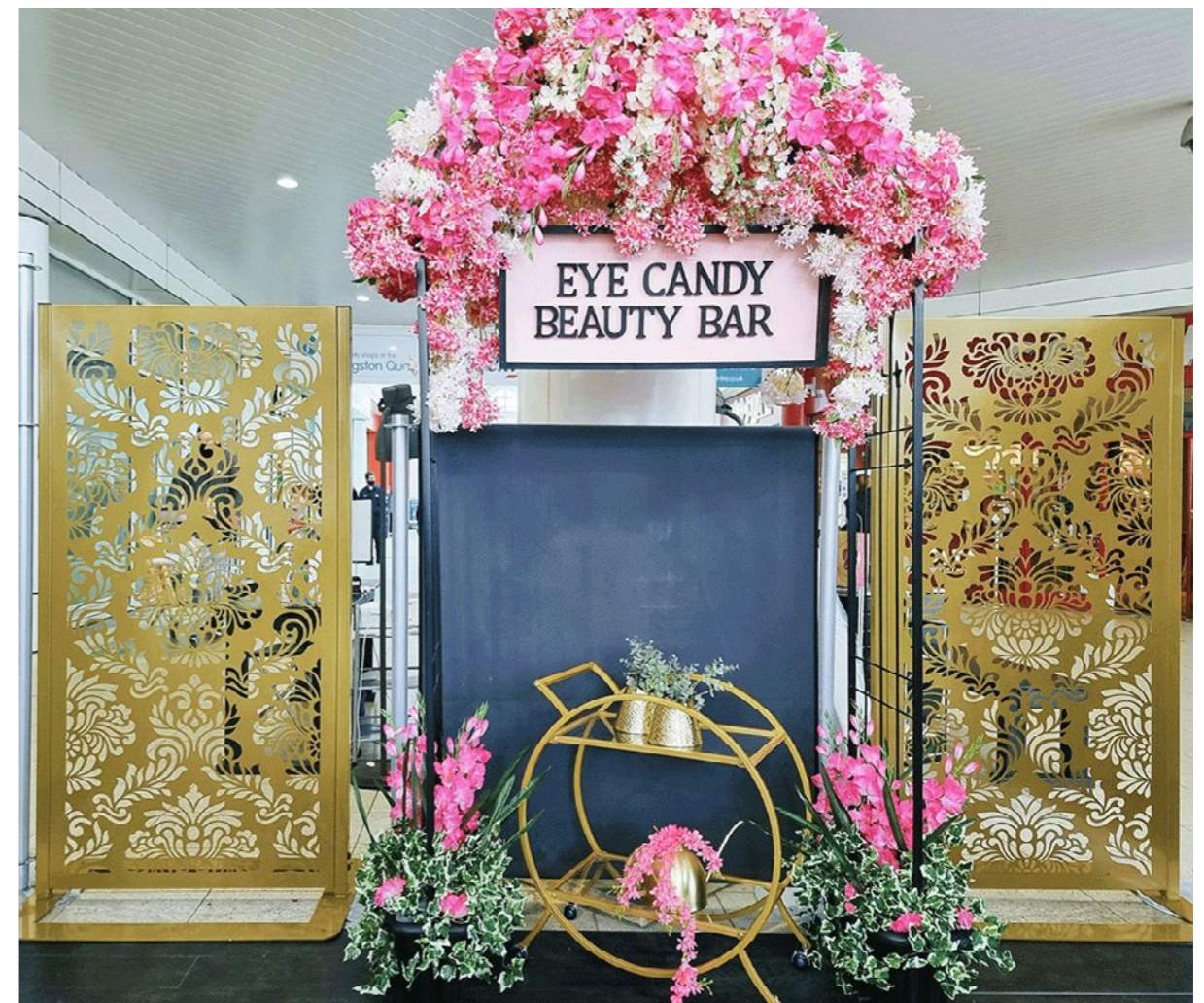
As summer approaches, we are excited about colourful, floral designs and natural materials. With this in mind, we have designed the interior space for Eye Candy Beauty Bar in Milton Keynes.

Using metal garden furniture, our natural branches and high-quality silk flowers combined with other design elements like gold metal sheets and accessories, we brought the feeling of a luxurious outdoor summer garden to this glamorous indoor space.

Despite it being situated in a busy shopping centre, the colour palette brought a refreshing sense of calmness and serenity to this beautiful boutique. These rich, colourful, pink flowers are the signature colour in the beauty bar and tie in perfectly with the bespoke sign we had designed for them.

The design possibilities are limitless when it comes to using natural branches! In this particular design, we painted natural branches in gold to compliment the pink and gold floral display on the black metal bench. This created a playful, yet sophisticated colour combination.

It's of the utmost importance for our designs to be creative and push boundaries, while still remaining cohesive with the style of branding that the client has built over their career. This combination of materials and colours created a new, multidimensional space, with a 'Selfie-Zone' and a statement corner that were important to the client.



DOUGLAS

Beauty Retailer, Germany

We are celebrating our 111 years anniversary and embracing our beauty expertise since 1910. In collaboration with our brand equity campaign under the motto "Let's do beautiful", we communicate the Douglas heritage story and strengthen our positioning as a modern beauty retailer. The first Douglas store was opened by Anna Et Maria Carstens in Hamburg in 1910.

We wanted to celebrate this special year with an outstanding luxury window design covered in golden and black glitter. We implemented a special golden 111 LED sign which creates a 3D effect and attracts the attention of the customer. The glittery balloons in black and gold are both used as a product presenter and deco element and emphasize the celebration.

www.douglas.de



In combination with strong, meaningful visuals and a bold wording we wanted to give beauty a new dimension, as we believe beauty goes beyond being beautiful – it's about doing beautiful.

Return to Realism

It's an optimistic time for display, the unknowing of what's to come, what budgets are going to be like, and what is to be deemed not necessary, but what we do know is that a return to realism is inevitable, and we are so ready. I am sick of seeing the boring egg head mannequins mass produced in cheap materials which seem to stand awkwardly in every high street window with no emotion or expression to really sell the garments it wears. I think a big part of the reason why realistic mannequins became so sparse in previous years was because there was a lack of modernisation in poses and they often looked out of place wearing current clothes. There's also the issue of wigs and makeup, if it's not done well, or if it's too old fashioned, it can really change the vibe and become uninviting to your target audience. These things should not be overlooked, and should be invested in because they are vital things to bring people into your stores.

Over the past year at Peluca Studio we have been working closely with new UK based mannequin company Association Mannequins. At the head of design, Danny Letton, with an onslaught of knowledge, he really knows how to capture the moment with the poses he has designed for the so far three new collections launched in the past year. We have worked closely with him to design & produce some beautiful wigs and makeup to fit with his very contemporary collections and we are not stopping here. You can expect to see more diversity than ever seen before within mannequins, a wealth of shapes, sizes, genders, and colours and everything you can imagine in between. We are ready to shake up the display industry. It's been a long time coming.

Get in touch now for wigs and makeup for your current mannequins in your store, or for your new mannequin collections, whatever your needs we can't wait to work with you. contact us at hello@pelucastudio.com

peluca
studio



British Display Society
**Industry Expert
 Interview**

Barbara Chapman FBDS talking to
Aysun Sapaz



In this issue, for my regular Industry expert Q & A, I'll be talking to Aysun Sapaz, an absolute genius in the art of styling a window!

I once watched her (not in a creepy way you understand!) from outside a Selfridges window. She didn't know I was there but I could see the passion in her that I share for the absolute minute detail in finishing the styling of a window. Her career is an interesting read and shows an insight for our student readers to the path into this industry and the many options out there for them. So, tell us Aysun...

Q 1. Can you talk us briefly through your career path into this industry

A. I studied Interior Design to MA level at Birmingham Uni and by the end of the course I was becoming increasingly interested in retail design and display. Upon leaving university, I contacted various retailers asking for work experience. I gained valuable experience with different companies including Urban Outfitters, Harvey Nichols, a store called Simpson's in Piccadilly, which no longer exists, and Habitat. My placement at Habitat led to my first full time role as a visual merchandiser. This was ideal for me as I was interested in Homewares and it gave me a really strong foundation in visual merchandising principles eg product handling, adjacencies, sightlines, commerciality.

A number of the Habitat visual team had moved to Selfridges and I was made aware of an assistant opportunity with the window display team. So I applied and got the job! Selfridges was a dream place to work, a super creative environment working with a really vibrant and fun team. I enjoyed it so much that I stayed for almost 10 years. Having been there for quite a while I felt I needed to gain some new experiences and then moved into a role with M&S International as Home and Food Visual Merchandiser for the stores outside of the UK. I did this role for a year and a half and gained some very different experiences to those at Selfridges.

I was increasingly wanting to explore other opportunities and felt that becoming a freelancer would allow me the flexibility to work with various retailers but also use my styling skills to branch out into other industries such as Events and Set Styling. I left M&S and set up as a freelancer and have been working as a freelance Visual Merchandiser and Stylist now for the past 7 years. Companies I have worked with include Selfridges, Tiffany & Co, Daylesford Organic, Liberty, Fenwick and Gail's Bakery, as well as some events companies.

Q2. What critical differences did you find moving from Selfridges to such a large scale organisation like M & S?

A. Selfridges is a very different retailer to M&S and operates in a boutique-like way, even though the building itself is huge. Selfridges is a one off space (the teams in Manchester and Birmingham look after their own stores) and so any ideas, designs and props need to be made only once and everything was very bespoke. Selfridges prides itself on being a very creative retailer, always at the cutting edge, and this translated into the Windows and the way we worked.



CREDIT: M & S BRUSSELS

A couple of key differences would be that for Selfridges you could source one-off antiques or props but at M&S the prop or window design needs to be reproduced and scaled up many times. This means that design, manufacturing and materials need to be simpler, so that they can be replicated and installed remotely by lots of different teams, including international suppliers and international store teams. Another critical difference is that as M&S is such a large scale organisation, there are many more decision makers involved and so the process is slightly slower. It's a very different way of working to a one-off scenario.

Q3. Did you find those differences really challenged you but also pushed you to grow and gain vital experience?

A. Moving to M&S was definitely challenging as I had not worked in a head office role for such a large scale organisation before. I had to work completely differently and there were some frustrations along the way but I think this experience was invaluable in order for me to grow and gain the skills that I needed for a more rounded experience. There are not many retailers that operate in a one-off way like Selfridges and it's important to experience different retail companies in order to grow and help you move onto new challenges.

Q4. What motivated you to leave Selfridges and to join M&S?

A. Having been with Selfridges for almost 10 years, I felt it was the right time for a change and to gain some different experiences. My role at M&S was to look after the VM for Food and Home for the International stores. A very different proposition to what I had been used to but I thought it was a great opportunity and involved travel abroad.

Q5. Tell us in more detail about your role at Selfridges and what it entailed?

A. At Selfridges I was part of the window display team and more specifically part of the Windows Styling Team. Once the window schemes are designed, it's down to the Styling team to bring the concepts alive through the use of mannequins, fashion, homeware and smaller prop elements. After initially working across all product areas, I later specialised in Homeware including all non-fashion product areas.

My process started with doing image research in order to generate ideas for products, colours, textures, props. It's important that all elements in the windows help bring the concept alive and add to the narrative of the scheme. There should be nothing in a display that doesn't 'contribute' something.

This image research was also informed by generally keeping up to date with trends in fashion, design, exhibitions, retail design and new materials.

Once I had created my moodboards, I started looking at the product on the shop floor, working with all the relevant buyers for their ideas on new products that were coming in and working with brands to request in additional samples.

My role also included a focus on the smaller prop details, for which I had a props budget. This involved sourcing items online, at antiques markets, car boot sales, even £1 shops! A really fun part of the role!

Another favourite part of my styling role was to get involved with the design of any Homeware specific window schemes, meaning I was involved with a larger part of the process.

Q6. Talk us through the process of a window display at Selfridges from design through to installation.

A. There is a process ahead of the window design stage which informs the design of the windows.....The Creative Direction department, headed up by Creative Director Hannah Emslie, start thinking about concepts and ideas about a year in advance. The ideas and concepts they come up with are based on many factors - world events, new technology, environmental concerns, trends in art, design and fashion. These ideas then get passed on to the various departments in the business so that everyone is aligned.

The Window Display Team start working on a scheme about 3 months in advance of the launch. Working with the creative direction that has been provided, the window designers will start interpreting the ideas into actual designs. Once the windows are designed, these designs then get handed over to the windows production team. It is the production teams responsibility to make the designs come to life by working with lots of external propmakers and contractors. They work on the walls, floors, large prop elements, lighting and project manage the scheme. Most of the props in Selfridges windows are made bespoke by specialist propmakers, working in as an environmentally aware way as possible through every stage of the process.

Once the Production team has worked on the project for a bit and there is a bit more detail, the styling team will then start working on specifics of mannequins, what fashion to pull, what other product and prop elements get included. This could range from technology to food to cookware.

The installation is usually done over a week, in a relay style way, with the Production Team working nights along with all of the various propmakers and contractors to install the larger elements and then they hand over a few windows each day to the styling team. The final part of the process is the unveiling when the vinyl wrap will come down to reveal the brand new scheme. All of the team will walk the windows together and make any final adjustments.

It's great to see everything pulled together and see the ideas that the team have worked on for 3 months come alive!



CREDIT: SELFRIDGES

Q7. You've worked for a variety of brands as a freelancer. What's your favourite project you've been involved in?

A. I've been working as a freelancer for 7 years now and have worked with various retail companies on VM and Windows, as well as being able to branch out and work within Events, Ecomm and editorial.

One of my favourite projects as a freelancer has been designing and installing windows for a small organic food business based in West Sussex, The Hungry Guest. This recreated my Selfridges experience on a much smaller scale. I was able to design, source props and install 6 small window displays each scheme. The smaller scale allowed me to work from concept to design to installation. It's very rewarding seeing a project from initial ideas through to actually being in windows.



Q8. Tell us more about the current project that you're working on for Gails?

A. I'm currently working with Gail's bakery on their visual merchandising guidelines. They now have around 70 branches and it's important that bakery teams have thorough and clear guidance for how they should display the baked goods as well as the chilled and ambient grocery product, and that a level of consistency is achieved throughout all of the bakeries. I am establishing best practice principles on product adjacencies, product handling and ticketing.

Another part of the project is working with a small number of the bakeries to trial some new display props and some new ticketing ideas. If these go well, we will look to roll these out to all bakeries.

CREDIT: HUNGRY GUEST

Q9. What's your view of the effect of Covid on our industry and how do you see it changing things in future for retail?

A. There's no doubt that Covid has had a significant impact on retail (just look at the list of retailers that have closed down) and has encouraged more people to buy online. However I think the joy of shopping in a bricks and mortar retail environment will always be there. Shopping from a screen can never match the experience of seeing with your own eyes, touching things, being able to pull different items together, to try things on. We've seen what can happen when retailers don't respond to changing shopping habits, even before Covid, and so retailers need to work harder to attract people into city centres and into their shops.

Q10. Tell us, what does the future hold for Aysun Sapaz and what goals would you still like to achieve in your future career?

A. I'm currently busy with Gail's and when this project comes to an end, I plan to continue working with all of the companies I have worked with whilst being freelance. I'd also love to spend more time working within Interior Styling for editorial and commercial jobs as I love Homeware and Design.

Aysun can be contacted at Aysunsapaz@hotmail.co.uk or at Insta: [a_y_s_u_n_](https://www.instagram.com/ay_s_u_n_)

I'd like to thank Aysun for taking time out of her busy schedule to chat to me. I hope you agree it's been an insightful, exciting and inspirational read!

By: Barbara Chapman FBDS

<https://freelancevisualcreativeconsultant.co.uk> barbarachapman2001@yahoo.co.uk 07718334337

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.

Liza is currently the Principal at Retail Strategy Group - a consulting practice which helps companies in the retail space dramatically improve profitability. She is a respected voice on topics such as responsible retail and sustainability, retail diversity and inclusion, the future of retail and the urgency of technology enablement in merchandising, assortment optimization and demand planning.

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

Newsletter Link: www.themerchantlife.com

Website: www.retailstrategygroup.com

YouTube: www.youtube.com/c/TheMerchantLife

Welcome to The Merchant Life

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

Now let's talk shop.

As retailers shift to new ways of selling to the customer, implementing buy online and curbside pick-up options, surviving in today's retail world is like understanding the next Croc's collaboration. Almost impossible.

Many retailers have limited visibility into what inventory is on hand and brand ambassadors are fulfilling online orders while selling to customers in store. Online inventory doesn't match what is in store and frontline staff are spread thin.

To complicate things further, as we transition back into society, no one knows what to wear?
Is formalwear dead?

Are we going to live in our sweats forever?

What are we going to do with our Louboutins?

These are the "Post-Pandemic Pains."



As retail gets its groove back, whether you are a store owner, buyer or manage visual and sales, here are a few things to keep in mind.

- Reduce skus in your assortment and increase focus on seasonless products so that you have less to markdown. With stores closed for much of the last 14 months, inventory has been piling up and stores have been in sale mode for a long time. Avoid sale if you can and aim to be a beautifully curated shop that customers would love to spend time in.
- Remove redundancies and manual tasks in your day-to-day processes. Enable technology so that you can spend more time with your customers to better understand what they want from you.
- Upgrade your inventory management tools and POS systems so it doesn't debilitate your staff. Real time visibility to inventory is critical.
- Support your store staff and give them a break - they are doing everything they can to keep it together. Visit the shop floor, help sell and fulfill BOPIS orders, and get a taste of today's reality.

The fact is we are retailing in exceptional times.

We are still in a global pandemic and it is not business as usual.

Yet.



Store Spotlight

Brooks Brothers, a 200 year old iconic American retailer, became famous for its iconic shirts and business attire. The pandemic cancelled formalwear as Zoom calls rendered fleece the fabric of choice. Many retailer's faced the reality of bankruptcy as the pandemic questioned their relevance. Brooks Brothers could come out on top as it made a shift into comfort categories to stay competitive. The visual merchandising is a great reflection of what our lifestyle post-pandemic could be - a comfort-formal tapestry of jersey, stretch, and suiting.

www.brooksbrothers.com

Thanks to Jeffery Hall, Canada Merchandising Manager, LL Bean and Brooks Brothers.

You can find Jeff and more of his photos on LinkedIn: [LINK](#)



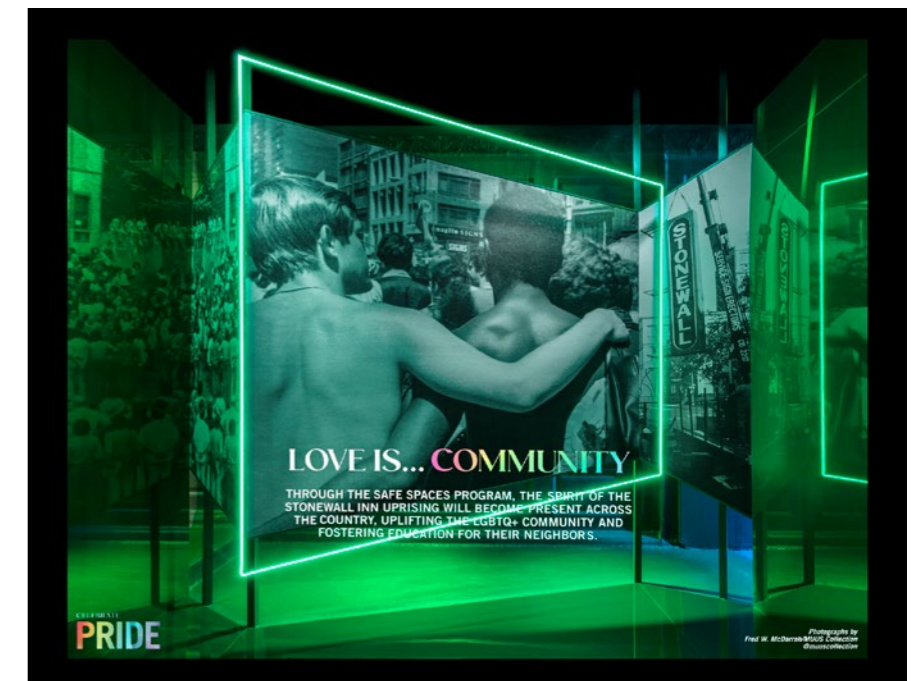
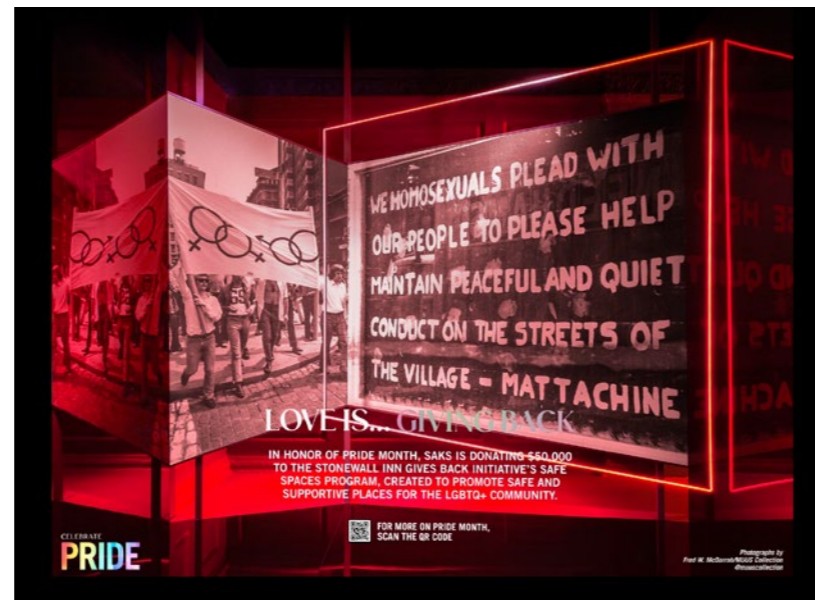
Saks – New York

Created to honour the memory of the Stonewall Uprising, these windows are a celebration of queer history and love. It was a privilege to design these windows as a love letter to my community during this important time recognizing Pride in New York City.

Our goal with these windows was to connect the past and present through the use of archival imagery presented through a modern lens. Inspired by the colourways of the original Pride flag, each window is treated as a saturate landscape with powerful narrative images highlighted by LED neon elements.

The architectural frames and panels that weave through each window work in tandem with atmospheric lighting to further establish tone and a clear progression.

Photographs Courtesy of Luis Guillen for Saks
www.luisguillenphoto.com



Cheltenham

First shopping arcade



On a recent visit to Cheltenham, I was keen to include in my itinerary a visit to the Montpellier district where the very first shopping arcade in Britain opened. This was featured in a TV programme 'Britain's Most Historic Towns' when Professor Alice Roberts visited Regency Cheltenham. It was fascinating to see how it had been restored but, sadly, no longer a retail destination as two of the units were used as wine bars and the rest lay empty. However, as you can see from the picture(s), it's still an interesting place to visit for historical reasons but you won't need to dedicate much time as it is only a few metres long!

Liz Johnston FBDS

bbrown
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Selfridges

Recent figures have shown that over 3m people have started gardening due to lockdown restrictions and the pandemic. In response to this, Selfridges has launched In-Store Garden Centres in their London, Manchester and Birmingham stores to capitalise on the gardening boom.

Working with the renowned horticulturalist Angela Maynard, Selfridges has cultivated horti-couture fashion, avant-gardening gear and plenty of sage advice to cultivate your relationship with nature.

Selfridges' garden centres also include 'potting sheds', where customers can consult the resident gardener and take part in workshops and experiences that will run between 25 June and 11 July. Selfridges said the launch of its garden centres was part of its creative theme for 2021, which is 'Good Nature'!

The Selfridges Garden Centre's are selling everything from gardening tools, seeds, plants and of course Selfridges own label compost and its own label yellow gnome.



Fortnum & Mason

The front windows along Piccadilly were recently changed and the new concept is certainly a show-stopper. Simple, elegant and stunningly beautiful, this concept features superb retail theatre with such attention to detail.

The foliage, flower petals, vegetables and even the bees are cut from paper and card, so a very sustainable window concept.

From my personal point of view, what I do like about the windows is the choice of the black background with the oversized white foliage. This certainly sets the tone for the colours within the display which just pop out at you!

As we all know, every window concept at the store is designed and installed with meticulous detail and Fortnum's are renowned as one of the great retail stores that is guaranteed to entertain customers.

Iain Kimmins FBDS



Fortnum & Mason



Go Forth and Feast - That, in four words, is Fortnum's picnicking attitude. And for this summer of freedom, they want it to be yours too. Picked, packed and ready to go wherever your feet (or hunger) take you, when you're equipped for adventure with Fortnum & Mason, the world is your picnic blanket.

The most luxurious department store in the world, since 1707, Fortnum & Mason provides a treasure trove of hampers, from deliciously smooth chocolate to our scrumptiously sweet preserves and honeys, tea coffee and sweet treats.

The side windows along Duke Street are simply stunning! Creating a window display is not always about cramming the window with merchandise. It is very much 'less is more'.

The Hamper experience continues on the 1st Floor with a stylish pop up area devoted to the British Summer.
Iain Kimmins FBDS

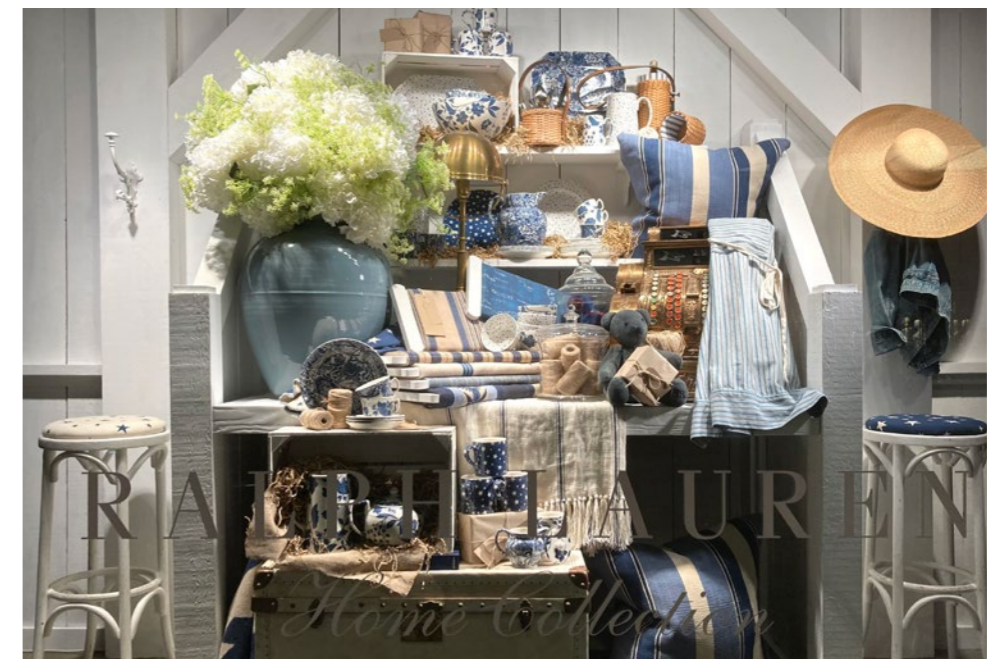


Ralph Lauren

The Championships, Wimbledon, commonly known simply as Wimbledon is the oldest tennis tournament in the world and is regarded as the most prestigious. It has been held at the All-England Club in Wimbledon, London since 1877 and is played on outdoor grass courts since 2009 with a retractable roof over Centre Court, and since 2019 over No: 1 Court.

A celebration of sportsmanship, style, and the enduring elegance of the world's oldest tennis tournament, Ralph Lauren is the exclusive home of Official Wimbledon in-house designed product as well as licensed towelling, apparel and tennis equipment by Polo Ralph Lauren.

To coincide with Wimbledon, the Ralph Lauren Flagship store in London's Bond Street looks spectacular. With the stunning fashion windows overlooking New Bond Street and the beautifully dressed home windows along Burlington Gardens, why not stop off for a visit and enjoy coffee and cake at Ralph's Coffee Shop.



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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



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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.

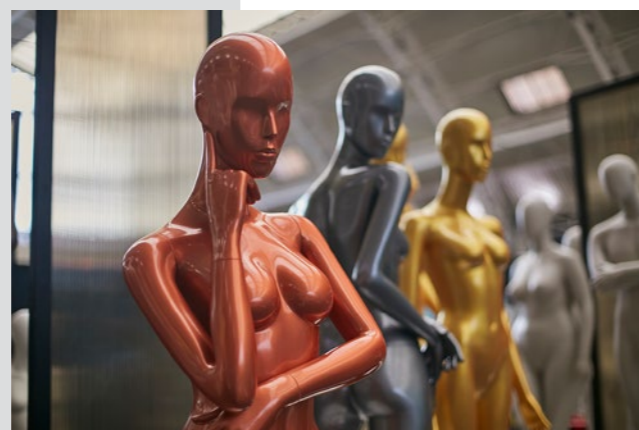
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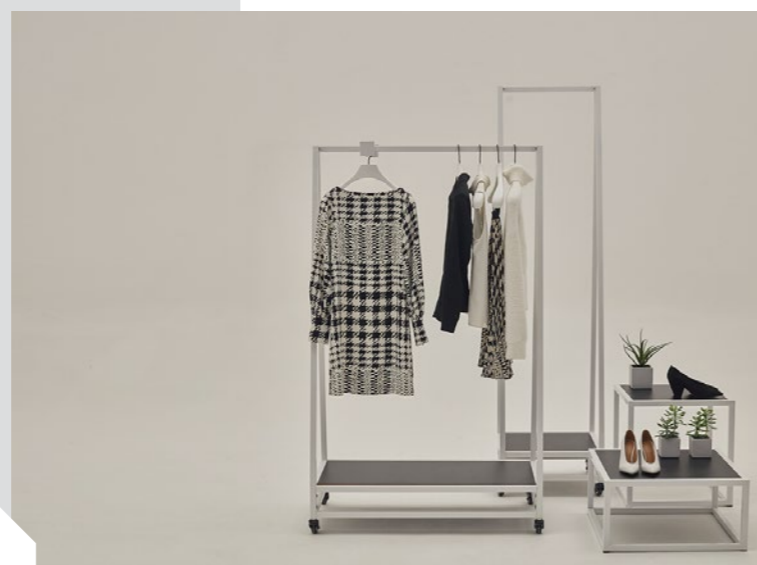
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BY: HOL GROUP
Piccadilly female mannequin range shown at
the VM & Display Show 2019



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- 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
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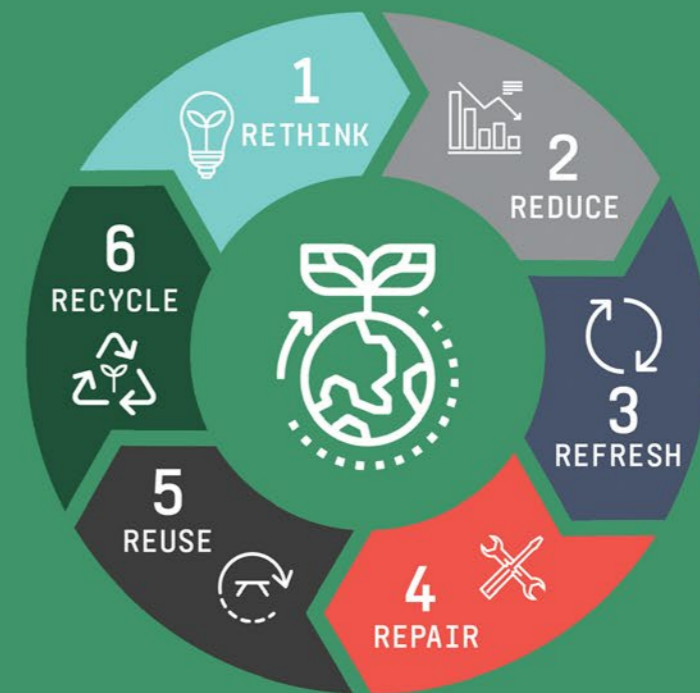
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Antalis is a uniquely positioned supplier of large format printable materials, suitable for a wide range of applications including interior decoration, retail design & display, POS, POP, exhibition and events. They encourage sustainable practice as 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.

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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



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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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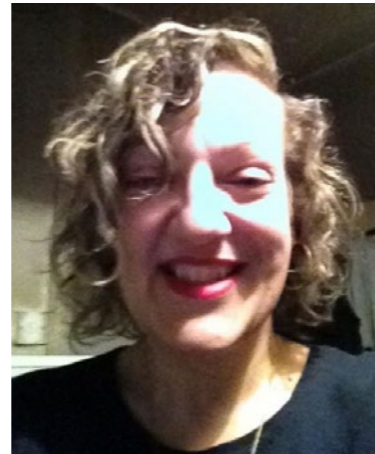


BARBARA CHAPMAN

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?

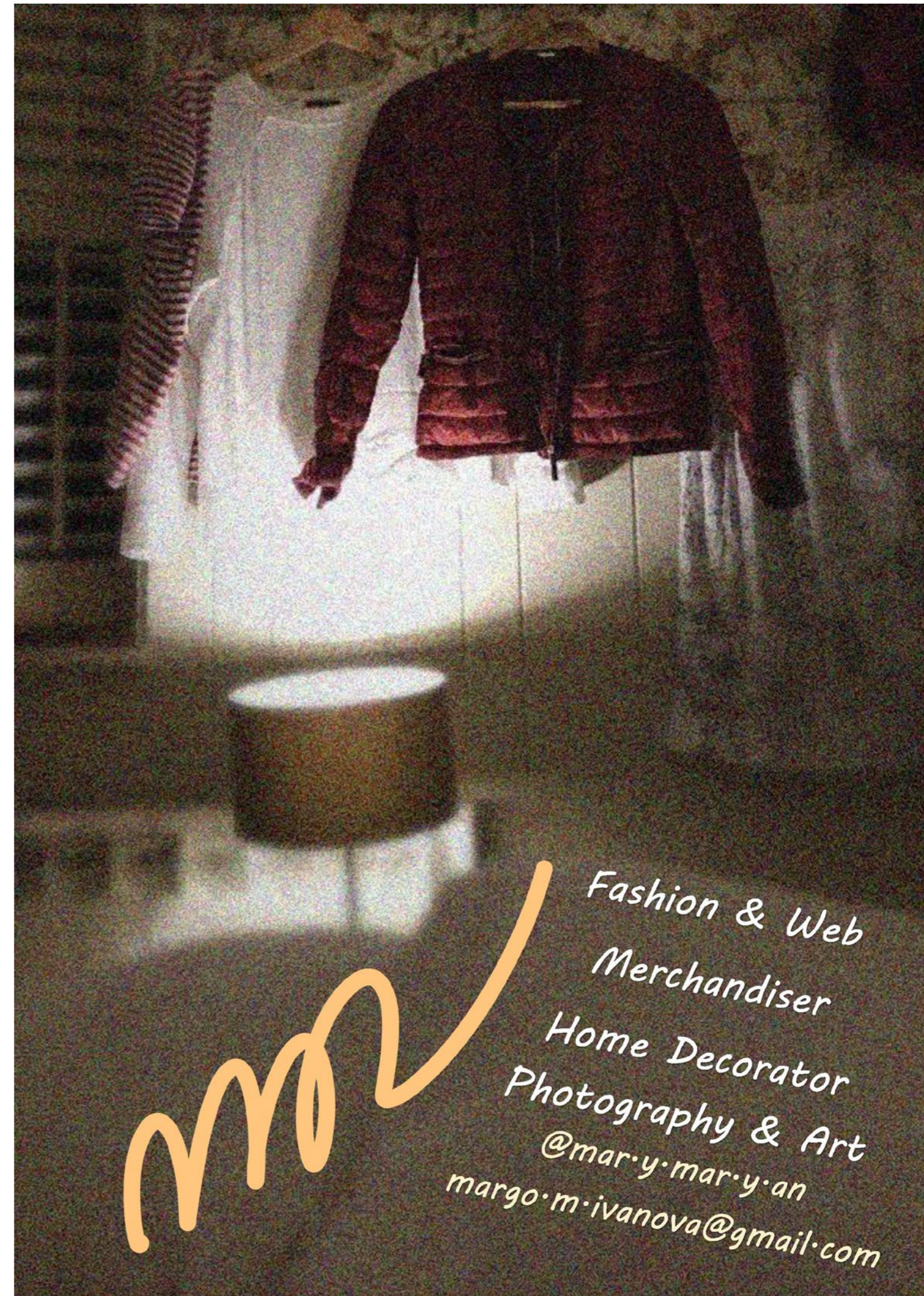
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We are flexible, pro-active and can work within your budgets when helping to support your business. Now that hopefully there is an end in sight, we are gradually moving to stores re-opening, and customers WILL want to come back into them and enjoy 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



Insta @babscreates



Margo Ivanova
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Alison Blatcher ABDS

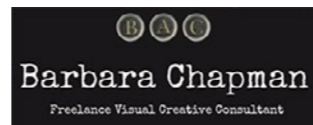
alisonblatcher@hotmail.com



Verve Arvola ABDS

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

www.skissi.com



Barbara Chapman FBDS
VM Consultant

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

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www.designcounty.co.uk



Liz Johnston FBDS

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

E-mail: liz@strictlyvisualdisplay.co.uk

Are you a member and not listed here?

If you are a VM Consultant / Freelancer and a member of the BDS, make sure you are listed on this page by sending your logo, name/business name, short description of your business and web address. BDS members are entitled to free listing.

So why not join the BDS today?

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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

Specialising in the skills of visual merchandising and events offering services to assist in presenting and promoting of products by combining environment and space into stimulating displays to encourage the sale of product.
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See also, wizard, magician"



Window Display
Tips & Tricks

Read more at:
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Choose a Theme

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



Be Bold

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Visual Merchandising + Events

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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/Opening.
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



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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