



The Launch of the Dior Beauty Boutique at Steen & Strom, Oslo

Welcome

Welcome from the Chair

Welcome to the November issue of VM Spotlight.

As we approach Christmas it is great to hear that so many visual merchandisers and freelancers are busy with their Christmas installations. Given the tough trading conditions that retailers have faced over the past 18 months many retailers are looking forward to a boost in sales.

Following the huge success of the Centre of Excellence End of Year Student Competition I am delighted to showcase the overall competition winners in this issue of VM Spotlight. We will certainly be running the competition next year. It is great to see the passion and enthusiasm of these up-and-coming VM students.

The BDS will be publishing a Christmas issue in early December. Given the Covid lockdown last year our Christmas VM Spotlight was well received. This issue will focus on the stunning Christmas store and window installations and we welcome our members, both freelance and corporate to submit their Christmas work for this issue. The deadline is 19th November. Do remember that VM Spotlight has a circulation of 1.9m readers so this is a great opportunity to showcase your work. You never know who is reading VM Spotlight.

So, sit down with a cup of coffee and enjoy the November issue. As always it is packed with articles, stunning VM/Store windows, and a great article from Paul Symes. Many of you will know the work of Paul and the stunning windows he created at Fortnum & Mason in London's Piccadilly. Paul has recently joined the BDS team, and it is a pleasure to have him on board helping us to promote and support the VM industry.

Iain Kimmins FBDS
Chair



Newsletter Editor

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Please contact Elaine Fisher for details regarding articles and advertisements for future issues
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Copy deadline for December Christmas Special issue

19 November 2021

Email: admin@britishdisplaysociety.co.uk



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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

Jeremy Boyes ABDS

Ray Coyne ABDS

Corporate members

The Graphical Tree

Flyvision Ltd

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



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The BDS Centre of Excellence End-of-Year Student Competition 2021

About the competition

The BDS invited our Centre of Excellence Students to submit their end-of-year or exam work for the 2021 competition. We did not set a separate brief for this competition as we were very mindful not to create extra work for either students or their lecturers, particularly as all educational establishments have had a very difficult time lately.

Students submitted photos or their exam work and mood boards, together with a written description of their design process. Working this way, it enabled all our Centres of Excellence around the world to compete.

Medallists received a certificate and medal which will contribute to their CV's and portfolios, helping them to launch their career and find new opportunities. It is the aim of the BDS Trust Fund to help and support our students during their studies and throughout their creative careers.

A gold, silver and bronze medal is awarded to the top 3 winners in each college.
The top medallists' work was then marked again to determine the overall 2021 Competition medallists.

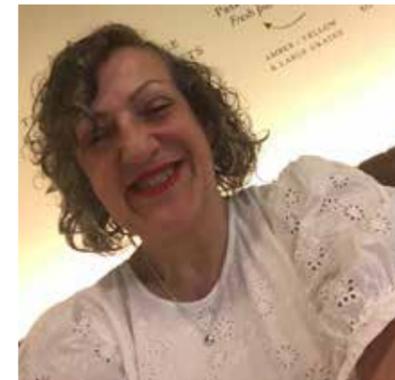
BDS Centre of Excellence - what are they?

The Centre of Excellence Award is given to Colleges and Centres whose course content, instruction and facilities are of the highest standards for the field of Visual Merchandising, Display, Exhibition Design, Retail Fashion, 3-D Design, Interior Design and other related professions.

If your establishment would like to apply, please see details on our website. The inspection and award is FREE (except for travel expenses for the inspector), but the students are invited to become a BDS student member which is £20 per year. This can be paid by the College or students can pay individually. Full details of benefits and application are on our website Centre of Excellence Award - British Display Society

Judging

Three very experienced consultants currently working in both education and the industry who form our special panel of Judges.



Head Judge
Barbara Chapman FBDS



Judge
Anthony Rendall-Davis FBDS



Judge
Paul Symes FBDS

The criteria for marking was;

- Research/ Inspiration
- Synthesis of ideas
- Creativity
- Design Process
- Commerciality

Above all, we required the work to be commercially viable. Many of the participants submitted their final projects and are launching into the industry this autumn.

Now with all these details in mind, enjoy the wonderful work from our overall competition winners in the following pages.

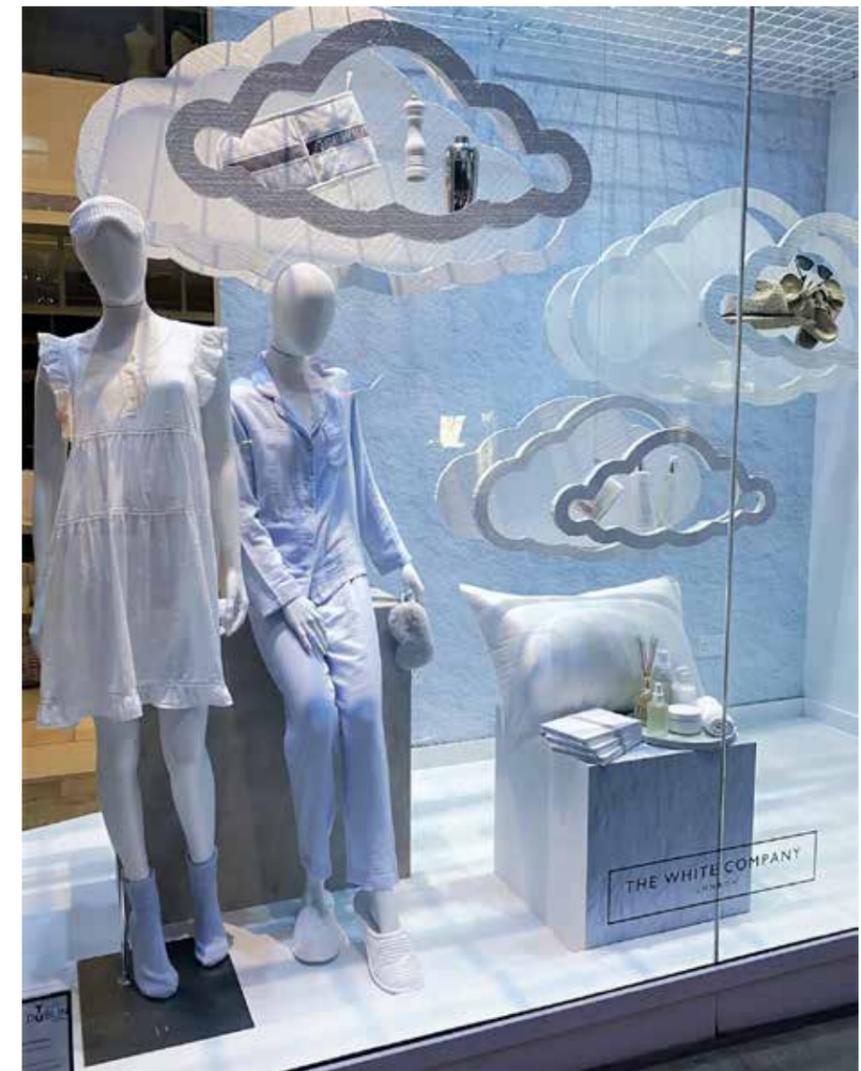
All our medallists are featured in our VM Spotlight competition special issue which was distributed to all our members, but can also be viewed on the **BDS main website**

Congratulations to all our medallists and good luck for your future careers.

Elaine Fisher HonsABDS
Administration Manager



Competition Gold Medal
Awarded to **Lauren O’Gorman**
Technological University Dublin





Competition Silver Medal
Awarded to **Jennifer Reilly**
Technological University Dublin



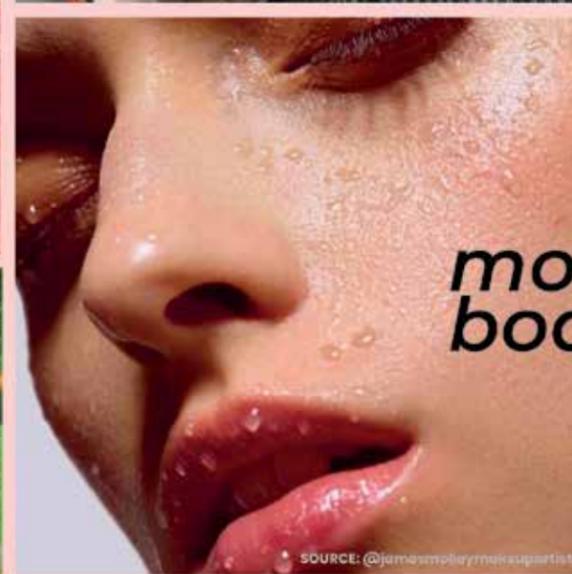


Competition Bronze Medal
Awarded to **Leila Lewis**
Windsor Forest





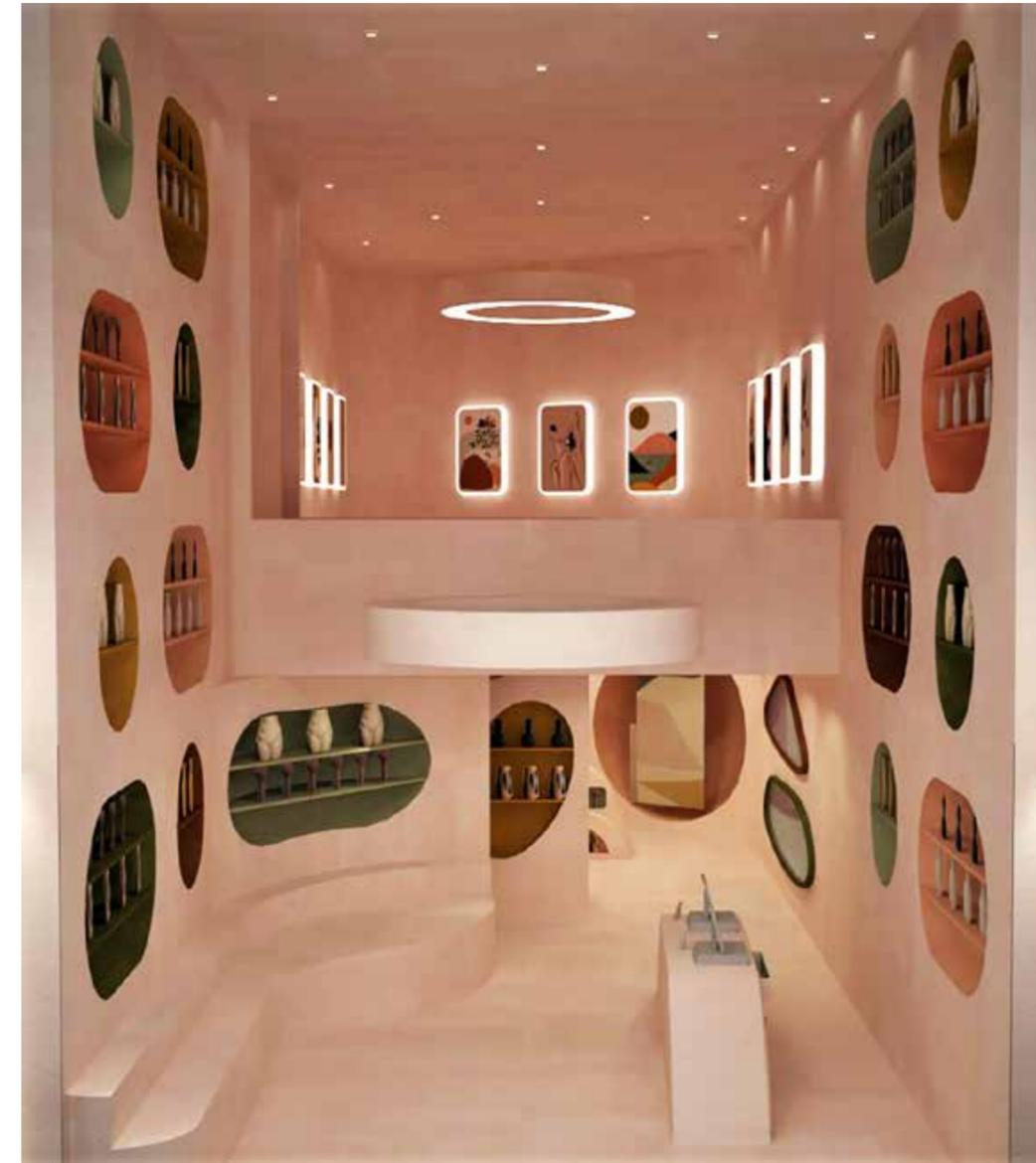
Competition Bronze Medal
Awarded to
Nadya Bte Amirul Abdullah Loke @ Loke Sin Yue
Nanyang Polytechnic - Singapore



Technological University Dublin



Gold Medal
Awarded to
Lauren O’Gorman



Bronze Medal
Awarded to
Lauren O’Gorman



Silver Medal
Awarded to
Jennifer Reilly



Hertford Regional College Medal Presentation



In October, BDS council members Barbara Chapman and Kat Maclennan, visited Hertfordshire Regional College, along with James North from Retail Design Agency – Northbanks, as the guest speaker, to present the student Centre of Excellence competition medals and certificates. The College principal and staff were also present for the occasion.

James and Barbra also presented some of their work to the students and James demonstrated some of the amazing projects that his agency, Northbanks, have produced.

It was a joy to meet the medallists. They were delighted to receive their awards and it was an uplifting event for all concerned.

Level 3 Medals awarded to:

Gold: Destina Yilmaz
Silver: Lily Tyler
Bronze: Maisie Halliday

Level 5 Medals awarded to:

Gold: Arian Irtelli
Silver: Georgia Ingrey
Bronze: - Ellie Benson

We extend our thanks to Liliana and the Hertfordshire Regional College team for such a warm welcome and we look forward to presenting awards to the other competition medallists at their colleges in due course.



Creative Retail Awards 2021



A glitzy venue, fire eaters, arial acrobatics and prosecco.
What more could you want on a night out?

How about celebrating and acknowledging excellent design, hard work and success with fellow retail designers, visual merchandisers and suppliers?



All these elements came together at the 2021 Creative Retail Awards in October. Our British Display Society Chairman, Iain Kimmins was on the judging panel and had the difficult task of choosing winners from a wide range of categories from best VM Scheme to best Sustainable Display. Exciting concepts had been nominated proving that innovative, engaging customer experiences are leading the way, and exciting bricks and mortar retail is incredibly important for brands and consumers.



Barbara Chapman, a fellow British Display Society Council member, had the pleasure of presenting the award for best Pop Up Store to Selfridges and Cartier for their Clash de Cartier concept designed in collaboration with L'atelier Five.



The winning concept enticed customers from Oxford Street into the Party Pop Up Shop through the use of video art, poetry clubs and a mini French brasseries serving up the Clash de Cartier jewellery collection to customers.

Retail theatre at its best!

Congratulations to all the winners, a fabulous night of fun and celebration was had by all! See all the entries and winners at <https://www.creativeretailawards.com>

Autumn

Autumn is here and we are embracing the 2021/2022 autumn design trends here at Sizzle Design London.

Natural woods and dried flowers are taking the forefront of our autumn inspiration; we have created some beautiful autumnal inspired displays this season. We have also used the same concept for networking and promotional event purposes. These themed decorative VM features can be a great way to celebrate being back to normality in this season!

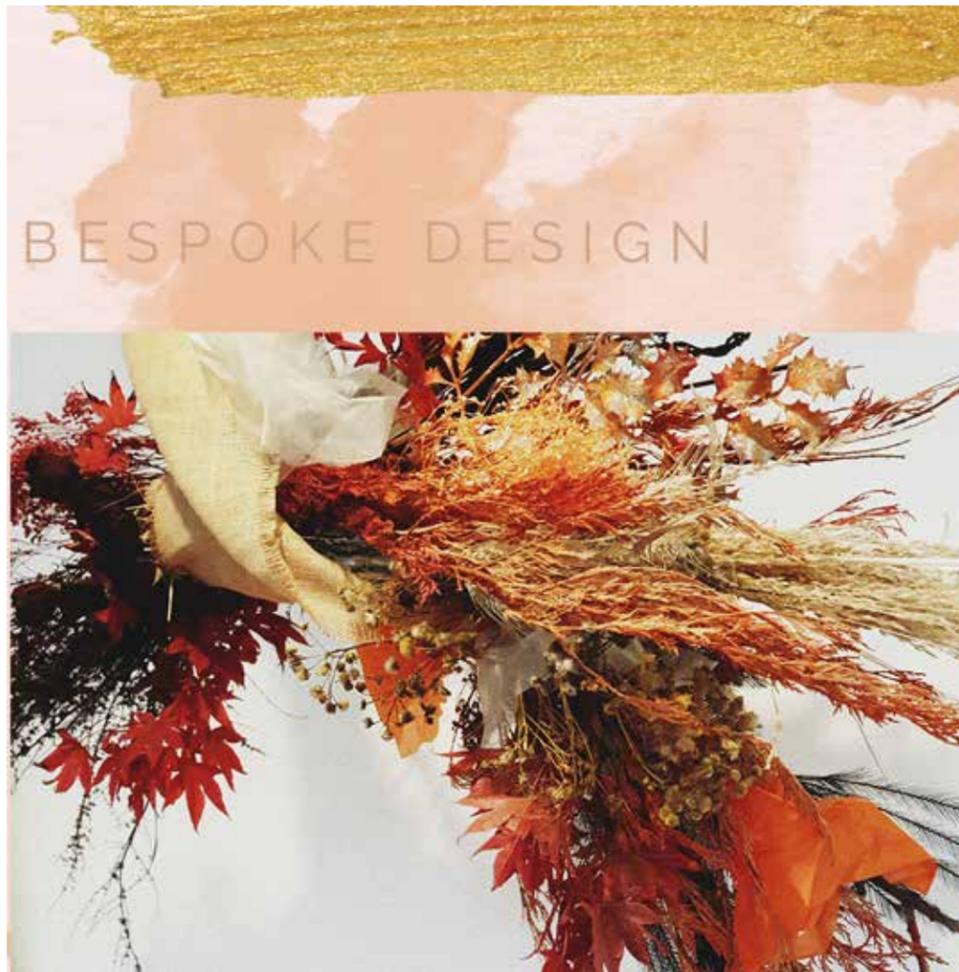
By turning these decorative pieces into window displays and showcasing hand-picked, natural branches, we can have a semi-permanent installation to represent the brand identity too.

The use of these hand-picked natural branches in combination with natural dried flowers allows for a significantly longer lifespan for the design. As well as this, it gives a rustic autumnal feel for the space. With dried flowers lasting between 1-3 years, this aesthetic can be tied into commercial space all year round, allowing businesses to make the most of it. We usually use few drops of essential oil on few pieces to add the freshness.

We are in to warm colours this year. These autumnal shades of brown and orange are set to be a 2022 staple even throughout the spring and summer. This trend of warm colours, and textured fabrics lends itself fantastically to some of our recent designs. Using textured leaves in their natural shades of brown and orange ties in seamlessly with our signature natural branches!

To get more design ideas and inspiration follow us on Instagram [@SizzleDesignLondon](https://www.instagram.com/SizzleDesignLondon)

www.sizzledesignlondon.co.uk



LET'S GIVE 'EM PUMPKIN TO TALK ABOUT



BDS Small Business Support

The British Display Society is committed to supporting the High Street. We offer a retail consulting service in Visual Merchandising. We utilise professional VM experts and knowledge to support today's new-retail challenges. We offer an online basic display and styling course that is perfect for those new to retail or for small businesses. You can supplement the training course with our online or face to face service where you can personally chat with our retail professional about how you can quickly make positive changes.

How stores look and the customer experience are even more important now than ever. Physical stores still and will continue to play a vital role for retail and customer experience. Visual Merchandising also helps with styling and other activities such as market stalls, pop ups and digital marketing that show product display or the physical environment as the backdrop for e-commerce.

We talk about why first impressions are crucial for any business, not just retailers, and how eye-catching window and interior displays can raise profiles and increase sales. Basic rules of display along with merchandising tips to ensure businesses works logically and customers can find what they are looking for. Simple, inexpensive changes can make all the difference to a business. The same VM basics and tips can be applied to digital photoshoot styling for online and social media content too;

Six Steps of Display

1. Your Message
2. Location
3. Know your customer
4. Inspiration
5. Basic display rules
6. Housekeeping

The course consists of videos, photographs, illustrations, narratives, and demonstrations. Complemented by a downloadable workbook, there are questions to answer throughout which encourages students to focus on their own business or project - it's also useful for future reference. Students will finish the course not only full of inspiration, but with the knowledge of how to do their displays too, and a plan to carry their business forward.

Our BDS advice is structured to make it easy for retailers to benefit from a simplified and scalable service. VM consulting targets 3 key areas of customer experience and physical retail

1. Shopfront and windows
2. Merchandising and layout
3. Store display and design

Divided into 3 phased offerings that build upon each other

1. Quick response support
2. Short term client consultation
3. One season consulting contract

How a shopfront & windows look are the first physical impressions of the customers' experience. The shop front and windows are one of a physical store's best assets. They can do more than sell but also communicate what you are all about. Retail is theatre, so put on a good show. The story can be more important than the product.

Having a window strategy and doing great windows is a lot easier than you think, even on a budget, with professional advice. We will help you put your best face forward, just as the big brands do. We can explore your needs, share some great ideas, or train you up to do it like a pro. The BDS also has Freelance Visual Merchandisers nationwide to offer their professional services.

Good merchandising and layout

It's all about making your shop easy and interesting to shop. How does the customer experience and understand what you have to offer? Good merchandising and layout help make the sale. Many businesses have discovered new ways to engage with their customers and increase revenue streams. These new additions need to seamlessly fit into the current environment.

Known as 'silent selling', merchandising can lead a customer to buy. How products and services are laid out, on a dynamic yet consistent basis, can improve the customer experience, sales and loyalty. Optimise shop layout, how products are displayed, and where and how services are communicated whilst maximising sales. Satisfy customers' ever-increasing expectations and will keep them coming back.

Store design and display caters to:

1. **Existing Bricks & Mortar**
Fixing up the premises - you want to expand or open a new place? We can help.
2. **Digital Firsts**
Your e-commerce business is ready to take that step into physical retail to better serve your customer.

The look and feel of the shop interior or pop up, reflects your brand identity, and influence how you want your customers to feel. Express your unique character.

Stand out and be remembered and gain loyal followers and customers.

The Retail Identity

Is like a personality where the character and image of a business is defined with the look and feel of the store design and display. A unique character that is true to your business is explored with your professional brand advisor.

That identity is then expressed in the design concept, colours, materials, furniture and displays. With a 'formula' it is easy to find solutions for interior refreshes, expansion, new shop openings or pop ups.

Supporting the High Street is one of the ways that the British Display Society helps make Visual Merchandising a relevant and vital element of successful retail. By utilising professional consultation and knowledge, businesses can be guided through today's new retail challenges. All retail, from large brands to your local high street shops, can raise their retail experience bar and put on a good face that meets and exceeds the expectations of customers in the current changing retail environment.

Please contact the BDS for more information: admin@britishdisplaysociety.co.uk





High Street Regeneration

Working with BIDs, Town Centre Managers & Place-makers to help you!

Made You Look! has been running workshops and training courses for small independent businesses for many years - since 2008 in fact. First approached by East Riding Council & also Betty's of Harrogate, we were encouraged to start the training side of the business having been Visual Stylists since 1980. Yes...that long!

Fashions come and go in the world of both retail and display, but there are some basic rules and guidelines which never change, and, in fact, most displays are based upon whatever your business, merchandise or great idea may be. Most of our customers are Small Independent Businesses or Start-Ups just wanting to know *where* to start in creating displays whether for a shop window, pop-up, wedding fair or market stall...networking event even or just their Instagram shoots. Service industries too. So, with our workshops we've been able to help them, and seen some fabulous improvements afterwards too!

During the pandemic I've been busy transposing our Taster Day Course into an online Starter Course in Display & it's now live and ready to buy from my website! This can, of course, be done at your own pace and if you'd like my feedback that's possible too. It also means we can reach those further away without the travel inconvenience or fuel wastage. The course is currently being branded for the British Display Society and is perfect for VM students with more in depth training courses & small business advice from my BDS colleagues too.



Visual Display Training

Helen Goodwin - Vice Chair & Director BDS & Owner Made You Look!
www.madeyoulookmadeyoustare.co.uk



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



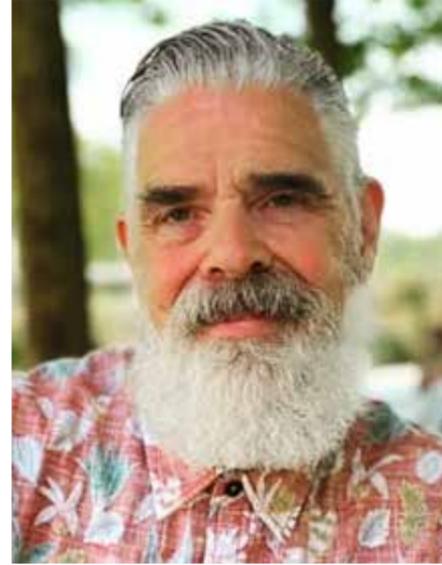
Insta @babscreates

Barbara Chapman FBDS talking to
Paul Symes

In this edition I will be chewing the proverbial creative fat with the brilliantly talented Paul Symes, a magnificent Creative Director whom I have had the pleasure of knowing for many years.

Paul is passionate about our industry, warm, open, unique and hilarious (I actually laughed out so loud on a train once when reading one of his emails to me that people around me actually stared and rolled their eyes!)

As I'm sure many of us did, I admired and adored his clever, imaginative and skilfully crafted windows at Fortnum & Mason, and so I wanted to find out all about his creative process, what drives him, what excites him and his opinions on the future of our industry. So Paul, please tell us...



Q1.

Can you give us a snapshot of your career path to date, your training, the brands you've worked for and what first got you interested in this industry?

A.

I came into the industry by accident really, whilst out one day I noticed a man in the window of a local department store arranging products, and thought that it looked immense fun, so I banged on the window and asked if I could have a job.

I grew up with very design aware parents, trips to The Conran Shop, Heals and 'Big Biba' were part of the weekend routine, so in my sub-conscious I guess I had an idea of what good style looked like. The local department store, part of the House of Fraser, offered me a job along with day release training at The College for the Distributive Trades in London. I travelled up to London one day a week for three years to learn the skills necessary to progress my career,

I used to spend my allocated lunch allowance on 12" singles in Berwick Street, so it was a 'win-win' opportunity. After 5 years, and a fully grown moustache, I left House of Fraser, moved to London and secured a position at Selfridges, where I stayed for twelve years. I then joined Jigsaw, the fashion group, and finally Fortnum & Mason. I left Fortnum's and set up a creative partnership, Reynolds/Symes with my friend and colleague from a previous visual life, Tanya Reynolds.

Q2.

Selfridges is a juggernaut of an organisation. Did you find that hindered your creative process there or did you still have some autonomy?

A.

In my time at Selfridges, we had over seventy people working in the display team. All window schemes, store signage, prop production and Visual Merchandising were carried out 'in-house'. We had carpentry workshops in Paddington, so sheets of MDF would enter in one end and window schemes came out of the other. We had two store VM teams who were responsible for the shop floor presentation and the windows, one team specialised in Fashion the other in Homewares. We were encouraged to create and influence the stores overarching creative direction, we had to contribute to the result.



'Urban Crafts' Pastry Daffodils, Fortnum & Mason. Photographer: Andrew Meredith

We were given virtually total freedom, and trust. We held regular creative team meetings and threw ideas around, developed them, and put them into production. There seemed to be very little objection from other departments in the store to what we were doing but looking back we had to wear a team uniform, so we all looked 'creative'. On reflection if I were I buyer back then, I wouldn't want to cross someone in a turquoise print Hawaiian shirt, bandanna and Doc Martins especially if they had seventy 'look alike' mates waiting in the wings!

Q3.

At Selfridges you held the title of Visual Production Manager. Can you tell us more about what that role entailed, and if you started at that level or did you progress up through the ranks whilst there?

A.

As all the schemes and props were produced in-house, along with window installation and lighting, The Visual Production Team would design, produce paint and install the windows, fashion shows and major events. We worked closely with the managers of the fashion & homewares teams to turn their vision into reality. For example, in simple terms, if we were producing a fashion window scheme, and it was based around a woodland theme, I would work with the fashion manager and we would run through the mannequin groupings, we would ensure that if there were sitting mannequins then the tree stumps would be the correct height etc.

During the install my team would remove the old scheme, paint the windows, lay any flooring, install the new scheme that we had produced, and the fashion stylists would follow installing and dressing the mannequins. We would then follow behind the stylists, light the windows, clean off the hair gel marks on the inside of the window glass and remove the packet of ciggies that someone had left amongst the products! Job done.



'Natural Elements' Water, Fortnum & Mason. Photographer Andrew Meredith

Q4.
Did you find there was a huge difference in processes when you left Selfridges (at the time still a single site store) and moved to Jigsaw (multi-site) and if so what challenges were there and how did you overcome them?

A.
Definitely! One of the great things about a single site location is everything is to hand, if you leave something in the studio, or you need a screwdriver or that 'little bit of something extra' it's not far to run. With a multi-site company finding out you suddenly need a drill, or an extension lead at 3am in Manchester, and the studio is in London can be a bit of a nightmare.

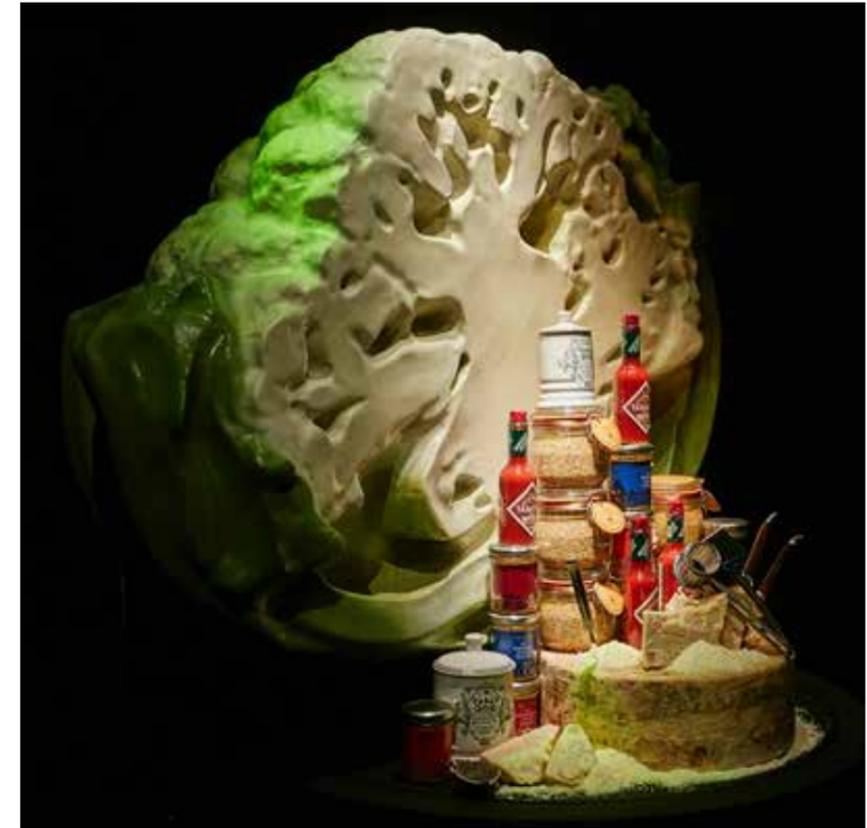
From the design angle all the Jigsaw locations had different sized windows, some had products on rails behind the windows which could influence the overall style, and some were enclosed. I was designing one scheme that had to be adapted 108 times. Logistically everything had to be on site as the install team travelled from London each day, if items were missing it could hold up the next store. I learned to triple check everything, then once again for certainty.

Producing accurate and detailed installation and styling instructions were essential, as the window would be installed by someone who hadn't worked on the project. Images of the desired final result were also included in the pack, so the stylist that was installing the scheme knew exactly what they had to complete for each stage of the installation process.

Q5.
When you moved onto Fortnum & Masons were you concerned about only working with one product category ie. food, wine, tea etc? Or did that challenge excite you.

A.
Like so many other people I thought that Fortnum & Mason only specialised in food, however on my first day I discovered that they also sold home accessories, cookware, ladies & men's accessories, fragrance and giftware. One

of my main challenges was to promote the products that we sold on the 'upper floors' whilst retaining the reputation that they already had gained for their food related products. I found the challenge very exciting; it was a case of 'what marmalade would enhance this leather handbag?' and then some, so 'let's add a teapot a pile of macarons and some pink gin to the mix! Our product groupings became quite eccentric!



'Vegetated' Cabbage, Fortnum & Mason. Photographer Melvyn Vincent

Q6.
Did working at Fortnum's challenge you in a way you hadn't been before because you started there when they were going through a major re-fit? Did you get involved in aspects of retail or visual design that you maybe had not encountered before?

A.
Apart from spending a considerable amount of time wearing a hard hat, as the store was essentially a building site, I became involved in all aspects of the shop floor layout and product merchandising. Some days we would be designing floor merchandise fixtures, other days I would be selecting door handles for the ladies' toilets! One of the most challenging aspects was understanding, visualising and working from detailed architects plans, which seemed to go on for ever.

I remember getting quite excited each time a floor was completed, and the result turned out roughly how I had imagined it from the plans. One of my first tasks was to decide on the colours for the interior walls for every floor, long before they had even started the refit, that was a daunting experience!

Q7.
The amazing windows and visual merchandising that you created at Fortnum & Masons were so quintessentially British and quirky. Do you feel you steered them in that direction or was that a characteristic of the brand identity when you first arrived?

A.
Fortnum's already had a strong reputation for being a quintessentially British retailer, I thought that the best direction I could take to encompass that reputation and enhance it visually was to add a bit of British eccentricity into the mix. I guess I saw the store as more of a 'quint-eccentric' British retailer!

I had some help from the anonymous scribe (who I am convinced was William Shakespeare) who wrote my initial business plan which stated that my main accountability was to 'create unctuous sophisticated and authoritative visual presentations that inspired, challenged and humoured the passer-by whilst promulgating Fortnum's reputation and passion for the arts & theatre.'

I remember looking up the word 'promulgating' in the dictionary as I thought it sounded dirty!

Sadly, many years and window schemes later, my main accountability was changed to the somewhat unromantic 'create Instagram-able windows'. I guess times change...!nuff said!



'Vegetated' Mushroom, Fortnum & Mason. Photographer Melvyn Vincent

Q8.

Can you explain to us a little more about how your creative process worked when designing windows for Fortnum & Masons?

A.

Like virtually all retailers worth their weight in Lapsang Souchong we had seasonal marketing themes, so I would start with the current theme. My initial task was to promote the theme visually in the windows and interior displays. During my time with Fortnum's product groupings in the windows played a large part in the window displays so the theme had to both promote and include areas for product display in the design.

I'm quite a lateral creative thinker so after reading the seasonal marketing brief, I found the initial idea of the scheme quite natural. I would then work the theme into the various windows. For a front window scheme we needed eight individual windows that followed the overarching style, but each had its own individual concept.

I would then brief the production studios and we would develop the three-dimensional concepts, adding and removing elements as the scheme progressed.

During the production stages I would visit the studios regularly, making changes as necessary, ensuring that when it came to final installation, the scheme not only sat comfortably with the theme, but had plenty of areas to display products.

After the scheme had been installed, I would walk the windows with the visual team, and we would work out the style of dressing and the primary product range for each window. Each member of the team would then be

allocated a window to dress. We would then collectively raid the store for merchandise! I would allocate a window for me to dress too, I love product grouping and I'm happiest sitting cross legged on the window floor creating eccentric product displays, I also found it easier to direct the style of the other displays in the windows if I was creating one myself.

Q9.

Tell us more about your favourite installation you created whilst at Fortnum & Masons

A

This is a difficult one, I don't really have a favourite but the one that I really enjoyed designing and dressing was a scheme based on various natural elements such as Fire, Water, Ice. We incorporated mannequin torsos into the scheme as well and they formed a sort of God of each element. They were a nightmare to dress, each product had to be painstakingly and individually attached to the prop, endless packets of Blu-tack were used to fix the products. Although the windows took ages to dress, and there were plenty of tears before bedtime, the result looked sharp, humorous and well-constructed.

In the ice window we decided to promote cocktails and sprits, someone posted on social media that the 'Gin Genie' had arrived at Fortnum's!



'Natural Elements' Ice, Fortnum & Mason. Photographer Andrew Meredith

Q10.

After leaving Fortnum's you started up your own creative agency with your friend Tanya Reynolds. Can you tell us more about what sort of projects you get involved with?

A.

In partnership with our clients, Reynolds/Symes essentially create and develop retail windows & visual merchandising solutions. The projects can range from visual merchandising window & interior displays, to press show styling and mannequin and fixture design. We also specialise in retail space and interior design, such as shop floor layouts and store fixtures. We also work alongside clients to help them develop their overarching brand visual strategy. Recently we've become involved in an increasing number of 'pop-up' shops, I suppose after the last couple of years there's a lot of empty retail space on the high street!



'Natural Elements' Fire, Fortnum & Mason. Photographer Andrew Meredith

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Facebook: reynoldssymes <https://www.facebook.com/reynoldssymes>

I would like to thank Paul for making time in his busy schedule to talk with me and share, which I'm sure you'll agree, his uniquely funny, exciting and thought provoking take on his career to date and the future of this amazing industry.

Author:

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Insta: [@babscreates](https://www.instagram.com/babscreates)

Q11.

Obviously the pandemic has greatly effected our industry. What changes in it have you noticed and how do you see it adapt moving forward?

A.

Personally, I'm quite excited about the future, long before the pandemic I had become disappointed with the level of excitement that that most high street stores were offering the customer. Uninspiring window displays, poor visual merchandising and awful customer experience. Prior to the lockdowns, the street shops seemed to just promote price points and special offers, there must be something fundamentally wrong in a society when you could buy a toaster for less than a 'Pret' chicken, avocado and basil sandwich!

I see a return to smaller local shopping, individualism coupled with opulent creative displays. Sales associates that are passionate about the brand offering knowledgeable and excellent customer experience. Competition will be based around how individual and exciting the range of merchandise on offer is, as opposed to 'buy one get six more free!'

Q12. As a fellow Council member of the British Display Society we have both noted the amazing standard of work that our VM students are producing. Consequently, do you see a bright future for Visual Merchandising?

A.

Most definitely, Visual Merchandisers have the knowledge and skills to get retail back on its feet. We must remember that long before PowerPoint presentations and spreadsheets we did it standing in a window or on the shop floor using our intuitive creativity and our hands. We created fantastic displays long before the 'deputy buying manager' had even heard of Farrow & Ball...

We will get retail back on its feet, and the future for the forthcoming creative directors will be fantastic, we just have to keep doing what we do best. The show will go on.

bds
British Display Society

INDUSTRY EXPERT

Liza Amlani

The Merchant Life



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

Now let's talk shop.

With all the talk of supply chain disruption, chaos at the ports along with production delays due to factory closures and threats of Covid-19 cases...we can expect that some shelves may be missing your holiday drop.

The fact is many stores may be empty or retailers are panicking because they won't survive peak season without anything to sell.

As we embark on the festive season, we will need to keep our customers happy and that means we need to figure out what to do with those gaps in our product mix.

And the answer is not always scouring local vendors and off-price deals to fill those shelves.

It comes down to three very important fundamentals of retailing.

The Customer Relationship Product with Purpose Storytelling

Let's dive in.

The Customer Relationship:

Taking the time to build a relationship with your customer, finding out what they are truly looking for, what will bring them delight is the way to their heart.

When building assortments and a product mix, look to your customer for validation and remove some of the guesswork.

Lastly, while you build a deeper connection with your customer, you will also build TRUST. Be honest with them on your product misses and supply chain disruptors. The more knowledge they have, the longer they will wait for product that is late.

Product with Purpose:

Every product in an assortment should have a purpose.

And I don't mean fill your promo section with sale items to drive foot traffic. We must start to look at product in a way that is sustainable and ethical.

Align your values with your customer and be more conscious of what you line your shelves with. Ask questions to your suppliers on transparency - who is making your product, what impact does production have on the environment, are production factories treating factory workers ethically, and so on.

Every product in your assortment should mean something.

It should delight the customer.

It should give you joy to sell.



Store: Mount Street Printers

Storytelling:

The best part of being in retail, especially during the holiday season, is giving your store life.

Telling a story with product and collections that entice the customer is one of the best feelings as a retailer.

Ever. Outside of full price sell throughs of course!

Telling a story is the heart and soul of visual merchandising.

And make no mistake...those shop windows are the eyes to our retail soul.

Store Spotlight

I spoke to Krishna Antolin, a Sr Creative director and VM veteran with over 2 decades of experience with retail powerhouses such as Ralph Lauren and Louis Vuitton.

I asked Krishna about the holiday season.

What should retailers be focusing on this holiday season?

"In terms of the Holiday customer experience, there is no need to reinvent the wheel: pine garlands, shiny ornaments, Christmas carols and red everything, are unfailingly expected and celebrated by both customers and employees. They convey feelings of nostalgia, comfort and togetherness, powerful storytelling tools to help the retail industry bounce back after a tough couple of years."

Retailing today is truly testing our limits. What advice would you give VM teams today so they feel more empowered?

"The supply chain issues are really showing retailers how crucial the role of VM is in driving business and influencing the customer's brand perception.

Visual merchandisers are used to 'making lemonade out of lemons', we are problem solvers whose creativity thrives under challenging situations. This season, more than ever, it is time for our VM teams to 'save the day' and shine."

Today's disrupters are truly testing our teams on the ground. What would you tell VM teams that are facing empty shelves today?

"Instead of feeling defeated by the assortment challenges, let's look at what's on the floor with a 'fresh eyes' approach. Let's reinvent the product by mixing it in ways that feel newer, fuller and more relevant to the holiday season. 'Cold weather shops' and 'Party dressing outposts' are great examples on how commercial classifications can look exciting.

Curated gifting presentations are always an impactful way to highlight different price points that make every customer feel part of the brand regardless of their budget. And you can never underestimate the power of a generous holiday decoration package in elevating 'basics' and 'slow sellers' whilst counterbalancing the 'empty shelf effect'."

Be sure to check out his new venture, The Interiors Curator, which capitalizes on all his creative know-how and passion for storytelling to reinvent commercial and residential spaces and experiences.

You can follow him on www.linkedin.com/krishnaantolin and www.instagram.com/the_interiors_curator.

You can find **Liza Amlani** 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



Store: Ralph Lauren London



Store: Ralph Lauren London

The critical relation between retail store design and brand innovation

Yujia Huang

Lecturer in Design Enterprise at University of Dundee



Design is increasingly gaining more attention within the organisation and that it is becoming more strategic in its role as a mechanism to envision new futures for the company. Business leaders and key decision-makers drawn from traditional non-design backgrounds are exploring the numerous opportunities and challenges of this unlikely relationship with design. Brown (2008) argues that design is "...a discipline that uses the designer's sensibility and methods to match people's needs with what is technically feasible and what business strategy can convert into customer value and market opportunities".

Retail store design plays a significant role which helps retailers refreshing the stereotype on the types of retail business and help brands to relocate their products and/or services to match with targeted customer groups. Before planning the details of visual elements and key arrangements in the store, designing the concept of a store to elaborate the brand's core value is critical.

To explain, Kioskafé is the second café that the British lifestyle magazine Monocle launched in 2015. The brand aimed to explore the new business model for news retailing and to see how newsagents can be integrated into people commuting life. It is designed to operate a news supplier as a café. Worldwide magazines and print-on-demand services make the brand distinctive from ordinary newsagents. It has clearly defined target consumers who are in their travelling, products like personal hygiene products and a restroom for them to refresh and rest offers brand uniqueness. The well-designed store concept and identity and selected products and services closely related to their target consumers' needs will allow brand adoption in any transport links worldwide.



Another example, We Build This City is a souvenir shop that opened in 2014. The poor-quality kitsch in normal souvenir shops hardly represents the creativity and diversity of London. Therefore, they decided to change the image of a regular souvenir shop, designed an alternative souvenir shop selling high quality and London-inspired goods from local artists, designers, and makers who passionately understand this city of London. Design is in the gene of this store and its products, the storefronts changed almost twice a year are designed by different artists and designers. Through the eyes of local artists and designers, their store offers a distinct personality, which could be an interface for travellers to understand London alongside famous scenic spots.



Images are from brand's official website: <https://kioskafé.com>



AW16 Storefront design by Alice Bowsher



SS15 Storefront design by Camille Walala



SS16 Storefront design by Rugman

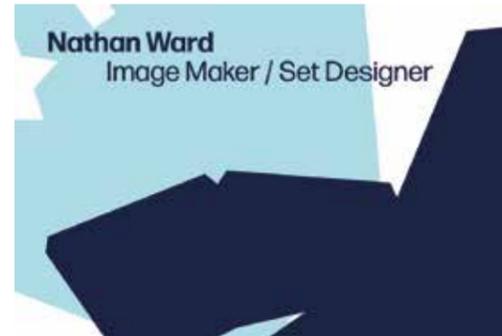


The concept and the setting of the store in those cases are strongly connected with the brand mission and the needs of their target consumers. Design is a vital mechanism for retailers to understand their customers and to be able to serve them more effectively.

Email: yhuang002@dundee.ac.uk

Nathan Ward

Image Maker - Set Designer



Several weeks ago, I had the pleasure in meeting Nathan Ward for coffee. This follows a recent installation I saw at Mount Street Printers in Mayfair that Nathan had completed. Nathan is a London based Image Maker, Set Designer and Animator.

As any experienced Visual Merchandising professional knows, taking time out from a busy schedule to view other window concepts/installations is a must. It keeps us abreast of trends, as well as being a great source of ideas and inspiration. It is vital to see what other stores are doing in terms of their window concepts and in-store visual merchandising.

Nathan has a particular interest in handmade objects, as a vehicle for realising ideas. Nathan works extensively within the field of paper-craft and enjoys pushing the possibilities of paper as a material. In his studio in South London, Nathan creates intricately crafted paper illustrations and animations, including large-scale sets, window displays and installations.

Nathan has built sets, props and models for Google, Jo Malone, Aquascutum, Harry Winston, Escape Hunt, Links of London and Tom Rosenthal. Other clients include the Smeg, The Royal Opera House, G.F.Smith, Compass Collective, Kingston University and John Lewis & Partners.

His recent work includes English National Opera 21/22 marketing campaign for the Gilbert & Sullivan comic opera HMS Pinafore.

If you would like to collaborate with Nathan please get in touch:
Check out Nathan's website: www.thisisnathanward.com
Email thisisnathanward@outlook.com
or phone on +44 (0)7712738597.

Iain Kimmins FBDS



Kick Graphics



As ever, brand placement is key within any retail environment and the luxury Swiss Watchmaker Ulysse Nardin tasked Kick Graphics with vinyl wrapping a collection of display cabinets to further enhance their luxury products. Situated within the new Broadgate, Watches of Switzerland showroom, the cabinets are positioned on entry as a primary feature to welcomed shoppers.

Kick used a high quality vinyl to wrap all four sides of each display and delicately hand cut down each bevelled edge. No easy task, but the customer was thrilled with the result.

Kick Graphics are a supplier of printed graphics and signage to bespoke and roll out retail projects. A quality and professional service with a personal level of attention are factors that are guaranteed. We would love to speak with you about your next project and give you our full attention!

www.kickgraphics.co.uk



Saks – New York

Saks, the premier luxury fashion store in Fifth Avenue, New York, has unveiled its fall campaign. The campaign celebrates the transformative and renewing power of fashion and inspires customers to embrace the beauty within everyday moments.

"We strive to create purposeful campaigns that combine the Saks fashion point of view with compelling perspectives on the latest in culture and entertainment," said Emily Essner, Chief Marketing Officer, Saks. "With our fall campaign, we hope to provide captivating content to inspire and engage with our customers this season."



Saks Fifth Avenue is the premier destination for luxury fashion, driven by a mission to help customers express themselves through relevant and inspiring style. Since our inception in 1924, we have delivered one-of-a-kind shopping experiences, featuring an expertly curated assortment of fashion and highly personalized customer service. Our unique approach combines an emphasis on the digital customer experience with a strong connection to a network of 40 extraordinary stores across North America for seamless, all-channel shopping.



Fortnum & Mason

It's beginning to look like Christmas, and nobody does Christmas quite like Fortnum's. And this year is no exception. On Monday of this week, Fortnum & Mason kicked off the festive season with the opening of their Christmas Shop. If you are the kind of person who simply loves Christmas, then this is the destination store for you! It's definitely the tonic to get you into the festive mood!



Head to the 3rd Floor of this famous iconic London landmark in Piccadilly where you will find a resplendent and sumptuous offering of stunningly beautifully created Christmas Food Hampers, Gift Wrap & Christmas Cards, Advent Calendars, to own branded Festive Puzzles and Table Games to beautiful Christmas decorations. These include their own range of decorations which take inspiration from the most iconic products such as the famous F&M Hamper, Afternoon Tea/Cake Stand and the Clock on the exterior of the building. This collection of miniature decorations will add a touch of signature Fortnum's magic to your Christmas Tree this year and for many years to come.

After you have browsed and shopped for your decorations, gift wrap and greeting cards, head down to the 1st Floor where you will find a department dedicated to festive feasting. Packed full of gorgeous and scrumptious delights to ensure your home is packed with magical treats this Christmas. From Plum Christmas pudding to Pickled Clementine's to Figgy Mustard through to Champagne and Chocolate Truffles, It's a feast!



The VM team have worked their magic on these floors by creating retail theatre to capture this important time for retailers.

Fortnum's legacy began in 1705 by Hugh Mason, from a small store in St James Market and a spare room in his house, and the Fortnum family who had arrived in London as high-class builders reinvigorating Mayfair in the wake of the Great Fire. William Fortnum, who was quite the entrepreneur, also took a boost as Footman in Queen Anne's Household and in Mr Mason's spare room, where Fortnum met Mason.

In London, Fortnum's remains a quintessential English store with a global palate of food lovers. So, a visit to London would not be complete without spending a few hours in this delicious store!



FORTNUM & MASON
EST 1707

The Scented Garden Private Day Spa



Over the past few months, Creative Download has been working on a project preparing to launch a new Private Day Spa based in Orston, Nottinghamshire.

Mrs Caroline Newton is behind this new and exciting business. Iain of Creative Download had worked with Caroline for over 20 years when she was the Owner/Director of Mulhouse Design, a UK based distributor of Two's Company, an American based Giftware and Interiors company. Iain was involved with the exhibition stand design/stand dressing when Two's Company exhibited at the UK trade shows such as Top Drawer, Harrogate and Spring and Autumn Fair.



The wooden beams in the pool room were dressed with artificial greenery to create a soft tropical look. This also helped with the acoustics. A small window display was created at the entrance of the spa, together with a small commercial retail area, which is an ideal opportunity for that 'add-on purchase' as clients leave after a relaxing day with their friends.

It was an exciting project to work on, watching all the building work come together, seeing the beauty rooms take shape (Nina is a great interior designer!) and watching a huge hot tub being hoisted over into position!

www.scentedgarden.co.uk



The Launch of Dior Beauty Boutique

Did you know that Oslo, together with Paris and London, are the only cities in the world to have a Dior Beauty Boutique?

Dior Beauty has taken over Steen & Strøm Department Store in Oslo enabling visitors to experience the brand not only in the brand's Beauty Boutique, but also in the Nedre Slottsgate windows, with an interactive display in the Karl Johansgate entrance and with a new dedicated pop-up space in the department store's 67 metre new atrium. Dior Beauty finally got the opportunity to celebrate the opening of their first Beauty Boutique in Scandinavia.

The official opening coincided with the relaunch of the popular Miss Dior perfume. Dior celebrated the new boutique with a rope cutting ceremony, a press event, and a customer event together with Norwegian fashion magazine Costume. Here customers had a unique experience and could hear from the Dior team themselves on the brand's pride in being represented in Oslo, as well as about the interesting story behind the Miss Dior perfume.

The Dior Beauty takeover of the world's oldest department store signalled a step change for Steen & Strøm and the department store and the team hope to do more similar events moving forward.



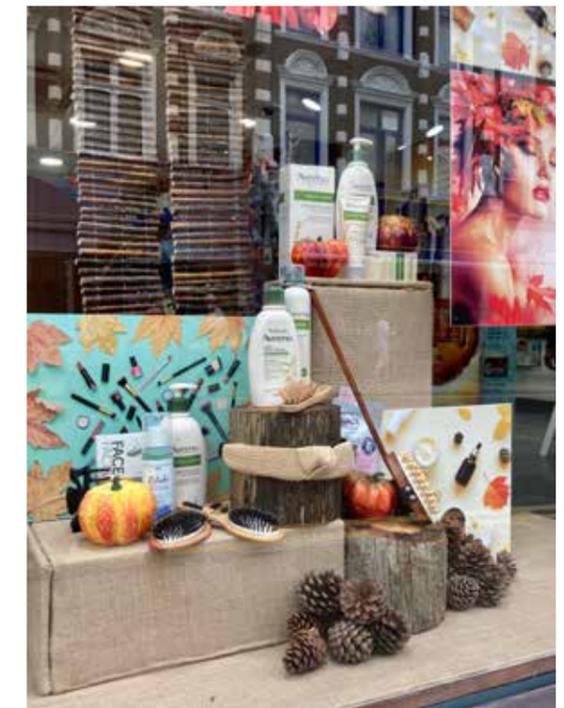
Petter Pharmacy

Autumn arrived at Petter Pharmacy in Crouch End, London at the start of September. As a client of Creative Download, this independent pharmacy chain recognises the importance of good visual merchandising and store windows. "It is paramount to keep our window displays fresh, exciting and changed regularly" says Jayesh Patel, Owner of Petter Pharmacy.

Using simple components such as natural hessian fabric and cones, tight product groupings were created. These product groupings included Brands such as Neals Yard, Sukin, Cowshed and L'Occitane. Autumnal graphics in A4 and A3 were printed and mounted onto Foamboard.

With any concept, it is paramount to work within the budget using the available props. Here at Creative Download our studio resembles "Aladdin's Cave" with floor to ceiling racking full of an assortment of display props that are used and recycled.

The Creative Download VM team create exciting shops/stores driving sales through Visual Merchandising, Store Layout, Product Categories/Product Adjacencies to Signage & Ticketing. Do contact us to see how Creative Download can help you drive your business forward in terms of creating retail theatre. Visual Merchandising is more than being creative. It is a commercial driver for your business.



Gift shop at the Wildfowl & Wetlands Trust

Christmas has arrived at the gift shop at the Wildfowl & Wetlands Trust in Barnes, South West London.

WWT London Wetland Centre is a wetland reserve managed by the Wildfowl & Wetlands Trust. Nestled in a loop of the Thames, London Wetland Centre is an urban oasis for wildlife and people; a rural idyll in the heart of the capital.

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

Display props such as the Christmas garlands and the over-sized bird boxes were supplied from our display studio together with the artwork and printing of the Christmas gift signage.



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

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



From Diversity to Fantasy

HOL Group re imagine their collections for Autumn 21

After what felt like an eternity of lockdowns, restrictions and general gloom, our newly discovered freedoms make a welcome return as we aim to get back to some sort of normality. The need to hit the refresh button within many areas of retail is tangible if businesses want to stay relevant, and so it's no surprise many other areas within the industry feel the same. HOL Group are no exception.

Taking the opportunity to re-engage with its customers once more, and hot on the heels of Farringdon Youth, launched back in the Spring, HOL have turned their attention to re-imagining two of its main mannequin ranges as part of its 25th year anniversary celebrations - and ready for the new season ahead.

The Groups popular Farringdon mannequin collection were first to get an updated treatment. Entitled 'Farringdon Realistic' mannequins are presented in a variety of sizes and ethnicities.



"We wanted to show just how versatile this collection can be," said Anthony Rendall-Davis, Creative Director. "Representation and body positivity have always been important to me within our industry. You hear so often about representing plus size however, many times this actually falls short. Having the opportunity to develop this range from the usual size 8 to a size 20 was crucial for me" Perfectly positioned to reflect the trend for 'realism' within mannequin displays Farringdon Realistic demonstrates what can be achieved.

Rendall goes on to say "We intentionally used the same female face for three of the poses as we wanted to demonstrate just how different these can look with different skin tones, wigs and make up"

The move was a hit, with several major retailers taking inspiration from the shoot - expect to see elements of Farringdon Realistic in stores across the UK later this year.



Next in line was Piccadilly - originally launched in late 2019, the dynamic collection of mannequins has drama at its core.

"It felt like we only just presented Piccadilly to the world and then we all went into the pandemic" said Rendall Davis. "The opportunity to re-invent them in a highly stylised way was perfect for setting a new optimistic mood post lockdown" He goes on to say, "I didn't want the mannequins to be too literal, the shoot needed to be more conceptual than that" HOL worked closely with Peluca Studios for the wigs and make up in what has culminated as a perfect collaboration.

The result - sees Piccadilly as a remarkable blend of coquettish kitsch with serious attitude - a fusion of Japan's Kyoto Geisha and rebellious punk. Both mannequin ranges are available to view by appointment at HOL's Kings Cross showroom, whilst a newly designated mannequin site hol-mannequins.com will go live in September showcasing the brands entire mannequin portfolio to include bespoke and sustainable options.

H.O.L

group



It's clear to see that as 2021 unfolds, HOL's Silver anniversary year is shaping up to be golden one.

H.O.L

25 Years

H.O.L
hire me

mannequin
by H.O.L

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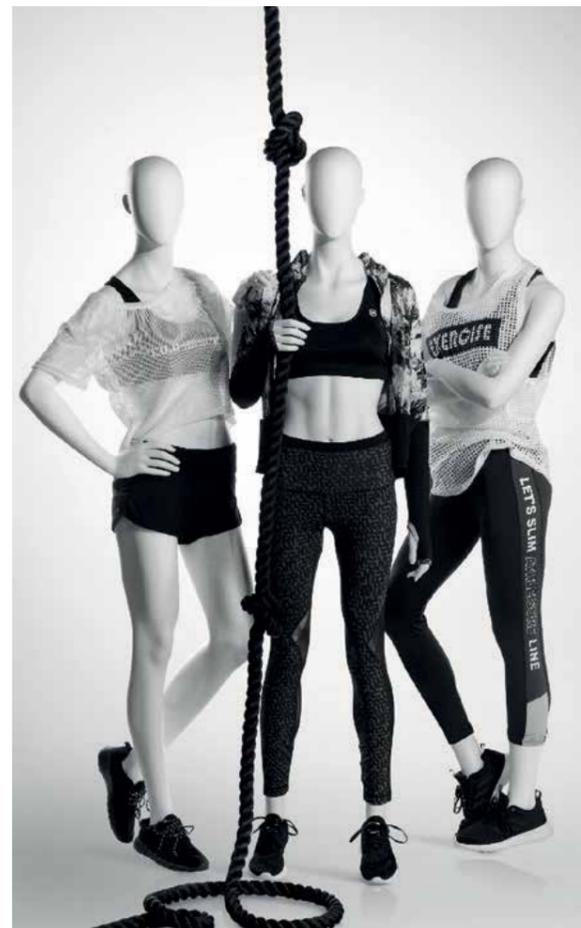
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We see no reason that either Made to Measure or Ready to Wear mannequins should mean compromising the creative flair of your brand.



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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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ADD+
Brand Awareness@POS

ADD+ has recently launched a new product looking to fill the gaps between large multi-national retailers and those smaller stores, both of which we have worked with and have experience in.

Featuring ease of access and readily available content ADD+ is looking to give smaller and independent retailers an edge which will help their store space compete with larger name brands in a retail climate which is heavily influenced by the ongoing COVID-19 pandemic, in a retail climate where cost is everything, and ease of access to our mainstay products and services seem to be out of reach for your average mom-and-pop corner store.

YOU as a VM Service provider can make use of these services too, to cater to smaller independent retailers! we handle the design on a monthly basis - you handle the production and sell to your end user, simple! Let us handle the nitty gritty so you can focus on your bigger clients!

Simply scan the QR code below and get tap on the "GET HUGE VALUE" button to get started



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With over 20 years worth of experience in the field of retail window displays and visual merchandising, ADD+ has the experience and know-how YOU need to drive your services to the next level.

With a track record boasting some of the largest names in the retail industry such as Nike, Adidas, Mont Blanc and MANY more, right down to helping local corner stores owned by family businesses with small capital drive sales, we have got the edge which will drive you forward!

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

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

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



BDS Certificate in Display & Visual Merchandising

Distance learning

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

No fixed start date

The course can be progressed in your own time and at your own pace with a tutor assigned to you for support, when required. There are no term dates for this course, each student starts as soon as payment is received, whether payment is made in full or by standing order.

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

Course includes;

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- Brand Identity
- Designing
- Visual merchandising - roles and techniques
- Visual merchandising in detail
- Window Display
- Mannequins
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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.

Let's keep retail and visual merchandising alive!

Introductory Offer:

**FIRST year membership only
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www.britishdisplaysociety.co.uk
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follow us...



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



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

Are you working in the Visual Merchandising Industry?

Is it time to push your Visual Merchandising Career?

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

Membership has the following benefits:

- The opportunity to network with other VM Members
- Your details will be added onto the BDS database if you are seeking "freelance work"
- A right to attend and vote at the BDS Annual General Meeting
- The opportunity to join the BDS National Council
- The opportunity to have your work published 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 Portfolio

So why not join The British Display Society TODAY!

Are you a VM Student? Then apply for Member (MBDS) £20 per annum
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PRESS RELEASE

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Given these unprecedented and challenging times, retailers must ensure their shops/stores are visually spectacular with great window displays, store layout with superb visual merchandising to create retail theatre for your customers.

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

Our experience is based on a commitment to the highest standards, delivering the ultimate retail theatre for your customers through a hands-on approach, together with a team of trained visual professionals. Visual Merchandising is more than being creative. It is a commercial driver for your business.

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



LinkedIn



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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

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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Liz Johnston FBDS

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

E-mail: liz@strictlyvisualdisplay.co.uk



Pedro Brolo LBDS

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Kat Maclennan FBDS

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Liz Johnston FBDS

Kent, Surrey, Sussex and Greater London

My 40yrs experience covers styling windows, interiors and venues

Email: liz@strictlyvisualdisplay.co.uk



The Graphical Tree

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VM and Events

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

The Old Coach House, Garden Lane, Chester CHI 4EN

www.vmandeventsltd.co.uk

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Our top tips for Visual Merchandising

A simple way to create an interesting and captivating window display is to choose a theme. For example, seasonal themes, whether it be Halloween, Christmas, Winter, Spring or even by tying it into a local event, can be a simple way to create attention-grabbing and popular displays. This will allow you to tell a story that takes your customers on a journey, tuning into their emotions and converting them into meaningful experiences and ultimately sales. Whatever theme you decide to pick, be bold, as you want your display to be eye-catching, even from a distance!

Another top tip is to ensure your window display is balanced. For example, if there are light and dark items, then start the display at the bottom with the darker items, getting gradually lighter with height, to ensure the display is not top heavy. When you feel happy that you have created the ideal window display, try to then approach it as a customer would. Ask yourself, does the theme follow through? Is there a story? Is it bold? Is it creative? Is it balanced?

Once you are satisfied your criteria's are met, it is time to test your display and begin to collect observational customer data. Through trial and error you will be able to conduct ongoing research into various display factors whilst analysing your data, allowing you to find out which themes, stories, colours and layouts were most successful and therefore should continue to be used.

Successful visuals will be cemented in your audience's minds and will convert to increased footfall and sales, demonstrating what an effective marketing tool visual merchandising is.

If you would like to discuss how we can help you to create a seamless customer experience and maximise your sales and potential of your retail space through Visual Merchandising, please get in touch via our website: www.vmandeventsltd.co.uk.

To stay up-to-date with all our latest projects and exciting content, follow us on our social channels at Facebook, Instagram and Twitter!



Meet The BDS Team

INFORMATION

The BDS Management Team comprises of experienced Visual Merchandising professionals and experts in the industry, who also volunteer their time to manage the BDS. It is their passion and enthusiasm for VM and Store Presentation that drives the industry to maintain standards and ensure Visual Merchandising is not a dying art.



Director & Chair: Iain Kimmins FBDS

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



Vice Chair: Helen Goodwin FBDS

Current: Visual Stylist, Creative, and Trainer
Skills: Window & Interior displays and make-overs, Styling, Teaching basic display guidelines to students and retailers
Based in: York, UK
Website: madeyoulookmadeyoustare.co.uk
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



Director, BDS Tutor and BDS Archivist: John Abbate FBDS

Current: VM & Store Design Consultant and Coach
Skills: Retail store / VM: strategy, concept and design consulting and coaching
Based in: London, UK
Website: www.northbanks.co.uk
Email: john@northbanks.co.uk



Director and BDS Tutor: Barbara Chapman FBDS

Current: Creative VM Consultant & Stylist & Lecturer.
Skills: Creative window design. Visual merchandising. Styling. Lecturing. Specialist: Window design and cross-channel visual identity.
Based in: London. UK
Website: <https://freelancevisualcreativeconsultant.co.uk>
Email: barbarachapman2001@yahoo.co.uk
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
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Kat Maclennan FBDS

Current: Visual Merchandising Consultant
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Paul Symes FBDS

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



Anthony Rendall-Davis FBDS

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



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