

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



Competition Gold Medalist Lauren O’Gorman - Technological University Dublin

# Welcome

## Welcome from the Chair

Welcome to this special issue of VM Spotlight.

Following careful deliberation by our Judges, I am delighted to announce the medallists for the BDS Centre of Excellence Student End of Year Competition 2021.

As we know, it has been a challenging time for retail over the past couple of years and the pandemic certainly has not helped many businesses.

There is now quite an up-turn with retailers paying more attention to their store's presentation in terms of Store Windows and In-Store Visual Merchandising.

This competition has highlighted the creative ideas, concepts and talent from our VM students at our BDS Centre of Excellence Colleges. Our Centres of Excellence are now international, from Seneca in Toronto to Dublin and across to Singapore - not forgetting our Centre of Excellence Colleges here in the UK.

It certainly proves that there is a great deal of talent coming into the VM industry and this will be reflected in creating more retail theatre in our stores, exhibitions and museum work.

Congratulations to all the participants, but especially the medallists!

*Iain Kimmins FBDS*



## 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 any 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 receive 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 as study and then launch their 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. Meet our Judges on pages 4-5.

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.

Please note, you will see repeat pages of student work of the medallists' work if they were awarded both a college and an overall competition medal. We thought it was important to list the medals in order for each college, as well as the overall winners.

Now with all these details in mind, enjoy the wonderful work from our Centres of Excellence on the following pages. Congratulations to your all and good luck for your future careers.

Elaine Fisher HonsABDS  
Administration Manager



## The British Display Society Trust Fund

Charity number: 313287

**Our Mission Statement**  
Tutoring and recognising excellence in educational establishments and individuals in the art and practice of Retail Display, Visual Merchandising and other related Design Arts.

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## Head Judge: Barbara Chapman FBDS



Hi there, my name is Barbara Chapman and I've been working in this industry now for forty years this year. My career path has seen me working for many amazing brands along the way including Selfridges, John Lewis, Burberry, Mulberry and Oasis.

I now run my own freelance business as a Creative VM Consultant & Stylist. I work on a variety of projects including the design, installation & styling of windows, in-store visual merchandising, event dressing, press day set ups, mannequin, model & flat lay styling, photographic shoots and VM lecturing & guest speaking.

I am passionate about Visual Merchandising as a career and about the future of the industry. This manifests itself through my involvement of lecturing and training VM in several different universities across the UK.

I am also a Council member of the British Display

Society and look after the education side of the organisation and have co-written the extensive VM on-line course that the BDS launched this year on their website. This dynamic and newly updated distance learning course from the BDS helps to train beginners new to the industry or just up-skill those already working within it in order for them to progress. The ten module course will cover Visual Merchandising, Styling & Creative. The aspects which are integral to the success of any brand by understanding both its understanding its identity and increasing its commerciality.

With this many years of creative experience across luxury, high fashion and the high street sector, I bring an understanding of how to deliver brands across every touch-point within the retail environment – in store, windows, press shows, launch parties, events, showrooms and photographic shoots.

I believe that visual merchandising can achieve commercial success, by inspiring customers through innovative, creative and unique brand experiences. Using skills in creative conceptualisation, project management and both old school crafting and hi-tech execution, I deliver unique and motivating retail and event environments.

## Judge: Anthony Rendall-Davis. HOL GROUP, BDS Corporate Member



I started my retail career in Newcastle back in 1997 when I was 17. I'd studied Fashion Design and took an instant interest in Visual Merchandising. I had VM roles in a variety of high street retailers, and the pace and commerciality of high street fashion has always been my passion. Following roles in Leeds and Lincoln at House of Fraser, my last store role was

VM Manager, opening the prestigious HoF White City. It was an incredible experience being on site in a hard hat seeing the store come together from building site to the stunning store it was.

Following that, I took my first Head Office role as UK VM Manager for an Australian handbag and accessory brand, Mimco. A really interesting role creating guidelines and window schemes for their stores and concessions. From there, I moved on to Joy and Jane Norman in similar roles. As VM Manger at these brands, I had the chance to be involved in Marketing, photoshoots and Store Design along with VM. From there I went on to VM Manager for Clintons, which was

a really interesting change in terms of product, and very strange setting up Christmas in our mock shop in May!

After a short stint at Arcadia, I was approached by Hangers of London to move over to the supplier side of the industry and take charge of all things creative in the business. My aim was also to offer our hanger customers much more. Within a year, I'd designed a bespoke range of mannequins for Footasylum and we were working on store design and windows schemes for several brands. The following year I launched our Farringdon collection of mannequins (I name all our product ranges after somewhere in London to reflect our London heritage). The collection consisted of male, female, plus size and kids mannequins with 40 poses, this has since grown to over 70 poses including size 12, more kids and teens.

Five years on, HOL Group has gone from strength to strength and is now a major player in the mannequin industry. I'm always following industry trends closely to see where we need to make adaptations to our ranges. We're constantly looking at sustainable processes and materials. This year is Hangers of London's 25th anniversary and we're looking forward to many more.

## Judge: Paul Symes Hons.FBDS



My career in Visual Merchandising began in a small store in Royal Tunbridge Wells in 1979, quite by accident.

Whilst out shopping one day, I saw a man in the window arranging 'stuff' and thought it looked fun. I'd recently completed an apprenticeship as an audio electronics

engineer and thought it looked more exciting than soldering resistors onto circuit boards, so banged on the window and asked for a job!

I started as Junior Display Assistant (Visual Merchandising didn't exist then) the store sent me on 'day release' one day a week to The College for The Distributive Trades in London, where amongst other things, such as doing vaguely interesting things with headscarves and plastic plates and cups, I learned the skills and gained the relevant qualifications to allow me to progress my career.

A few years later I found myself at Selfridges, in the days when the creative department had a team of over seventy, all with incredible skills. Everything then was created in house, so we had silk screen and carpentry workshops, scheme production teams, specialist painters, design teams and highly creative fashion and home stylists.

I joined the home team as a stylist, and after progressing through the internal management training programme, left Selfridges some twelve years later, finally managing the Visual Production Team, who were responsible for designing and producing window schemes, exhibitions and the sets for instore events such as fashion shows.

Following a spell at Jigsaw the fashion group, I joined Fortnum & Mason as a visual consultant. The store had just undertaken a mammoth refit, including knocking a huge hole through the centre of the building to create the atrium!

During the three-year plan, each of the five floors would close in turn, be stripped down to the bare bones, completely re-fitted and re-open to allow the next floor to be refurbished. It was a huge project as

the store had to remain open during the work, each floor and fixture had to be individually designed, ticket signage and holders created, and merchandise drop plans conceived and implemented.

During the refurbishment I spent a disproportionate amount of time in a hard hat, high visibility vest and steel capped boots!

Every square metre of the sales floors was discussed and planned at weekly meetings, even down to the size and grille finish of the air conditioning units. All merchandise presenters, props and fixtures had to be designed, sourced and produced, within a limited budget.

At the end of the project, we won the Retail Interiors Award for 'Best Visual Merchandising Solution' and I was offered the full-time position as Head of Visual Presentation.

The next several years just seemed to fly by, designing and producing award winning window schemes, working on continual sales floor refurbishments, store events and the daily upkeep of the merchandise presentation of the store. During this time Fortnum & Mason also expanded internationally, so I had the opportunity to open Fortnum & Mason Dubai, and work with Lane Crawford in Hong Kong. We also opened stores in St Pancras and our annual Christmas remote store at Skate, Somerset House.

After some twelve years, I wanted to explore new horizons and left Fortnum's to set up a creative agency with my long-term friend, (and previous Selfridges boss!) Tanya Reynolds, and we formed Reynolds/Symes. It's been an exciting challenge, not helped by the pandemic, but we share the same work ethic-both of us have years of experience and are very passionate about what we do, Reynolds/Symes has taken both of us in new exciting directions.

The past year has been strange, especially working remotely from home and Zoom client meetings. I think physical 'bricks & mortar' retail, will survive, but will have to re-invent itself, which is not a bad thing, we've been here before, several times. Hopefully this time retail will return to exciting store experiences, stores becoming emporiums again and an emphasis on customer service, experience and excitement. Retail creatives now have the opportunity to get back to the sales floors and passionately create retail theatre from the heart, the show must go on.

After all, we are supposed to be a 'Nation of Shopkeepers', it's in our deoxyribonucleic acid.....



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



mood  
board

SOURCE: @jamiesimpleswymakeupartist



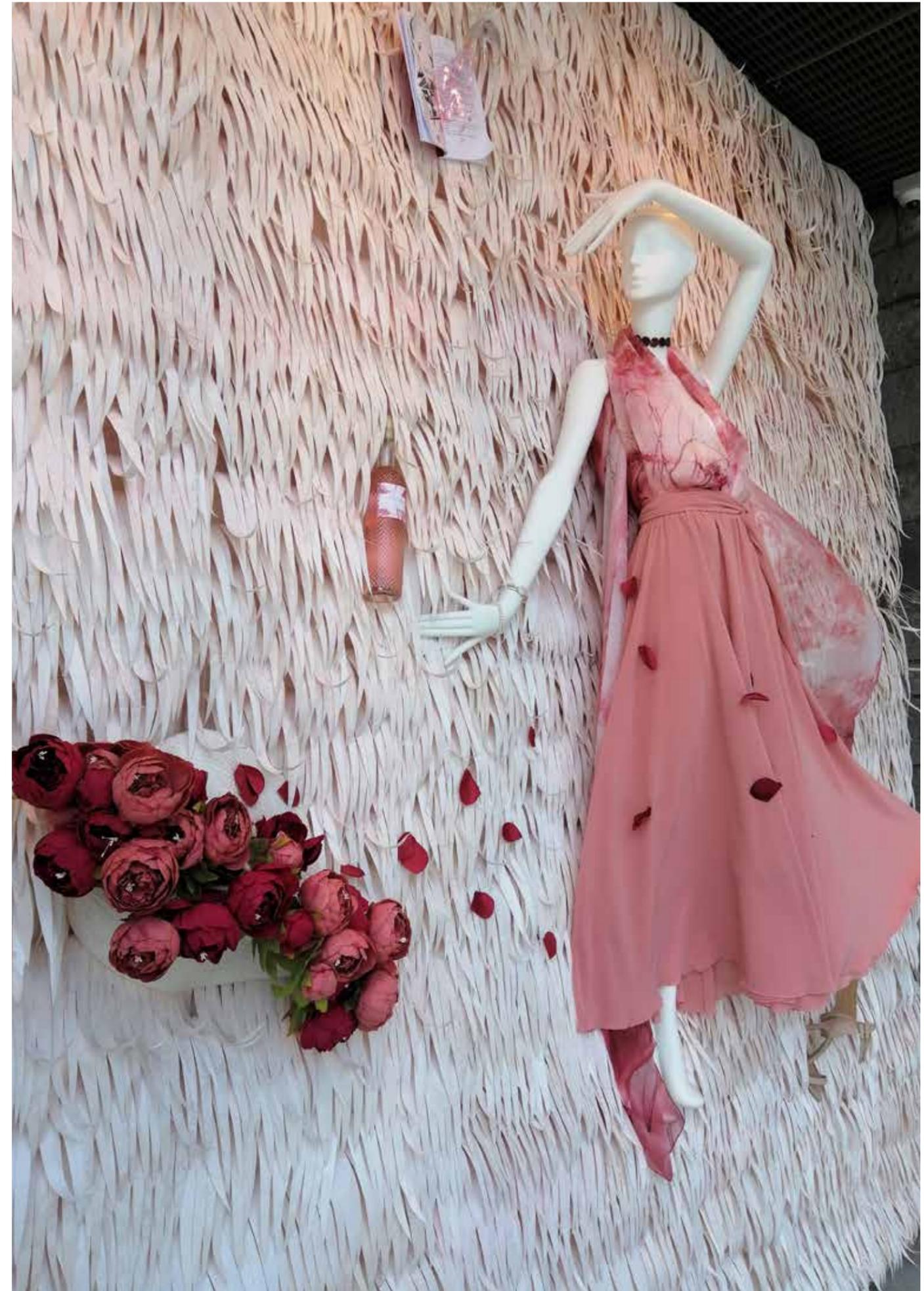


Gold Medal  
Awarded to Lauren O'Gorman  
Technological University Dublin





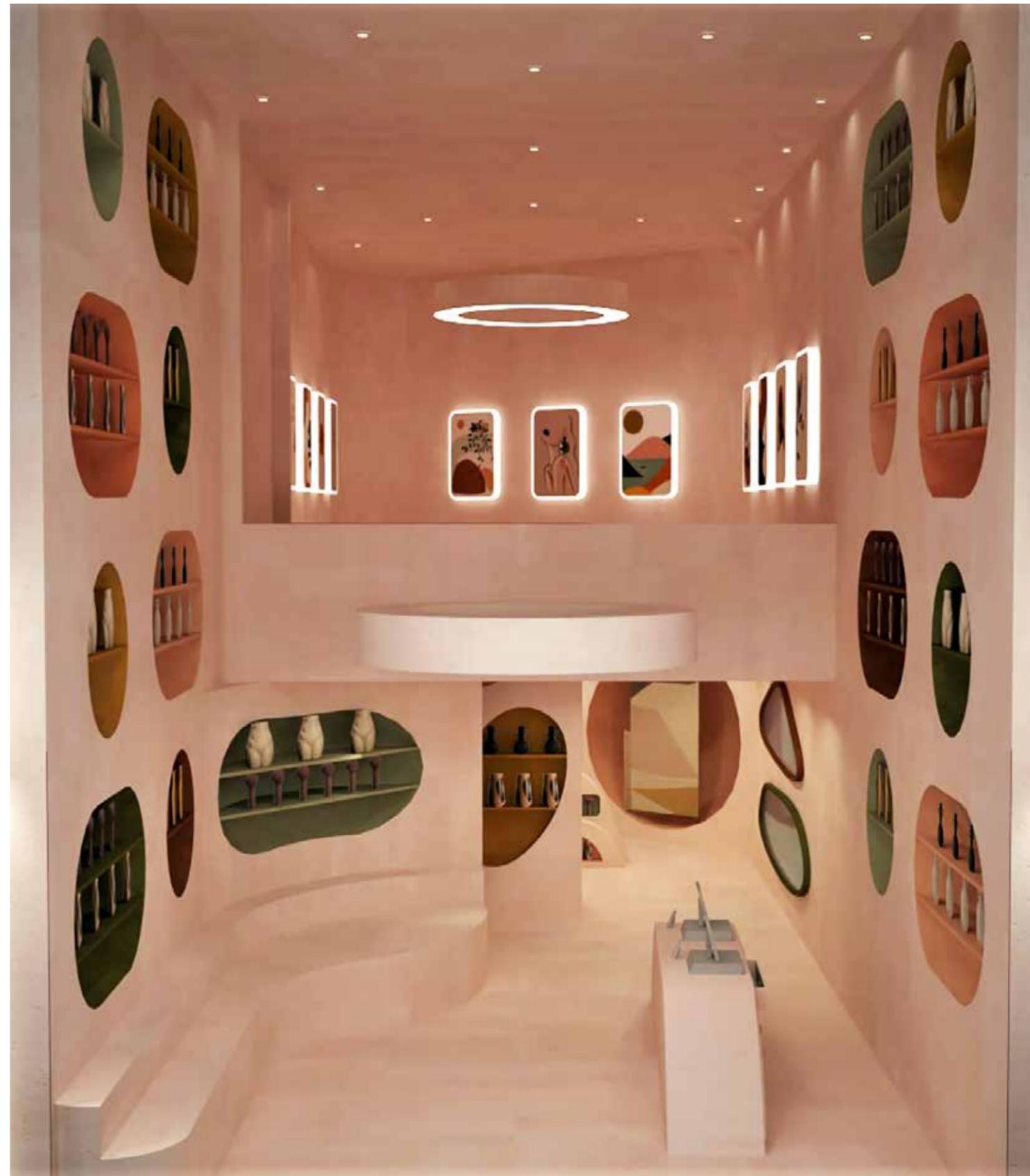
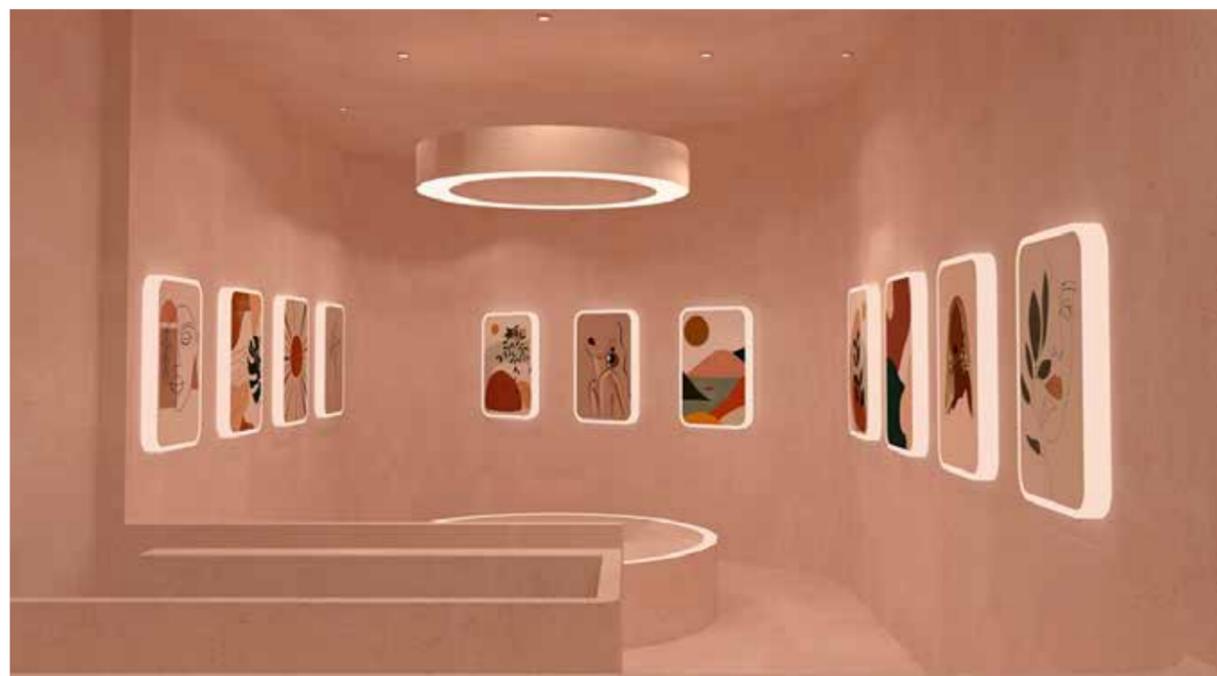
Silver Medal  
Awarded to Jennifer Reilly  
Technological University Dublin





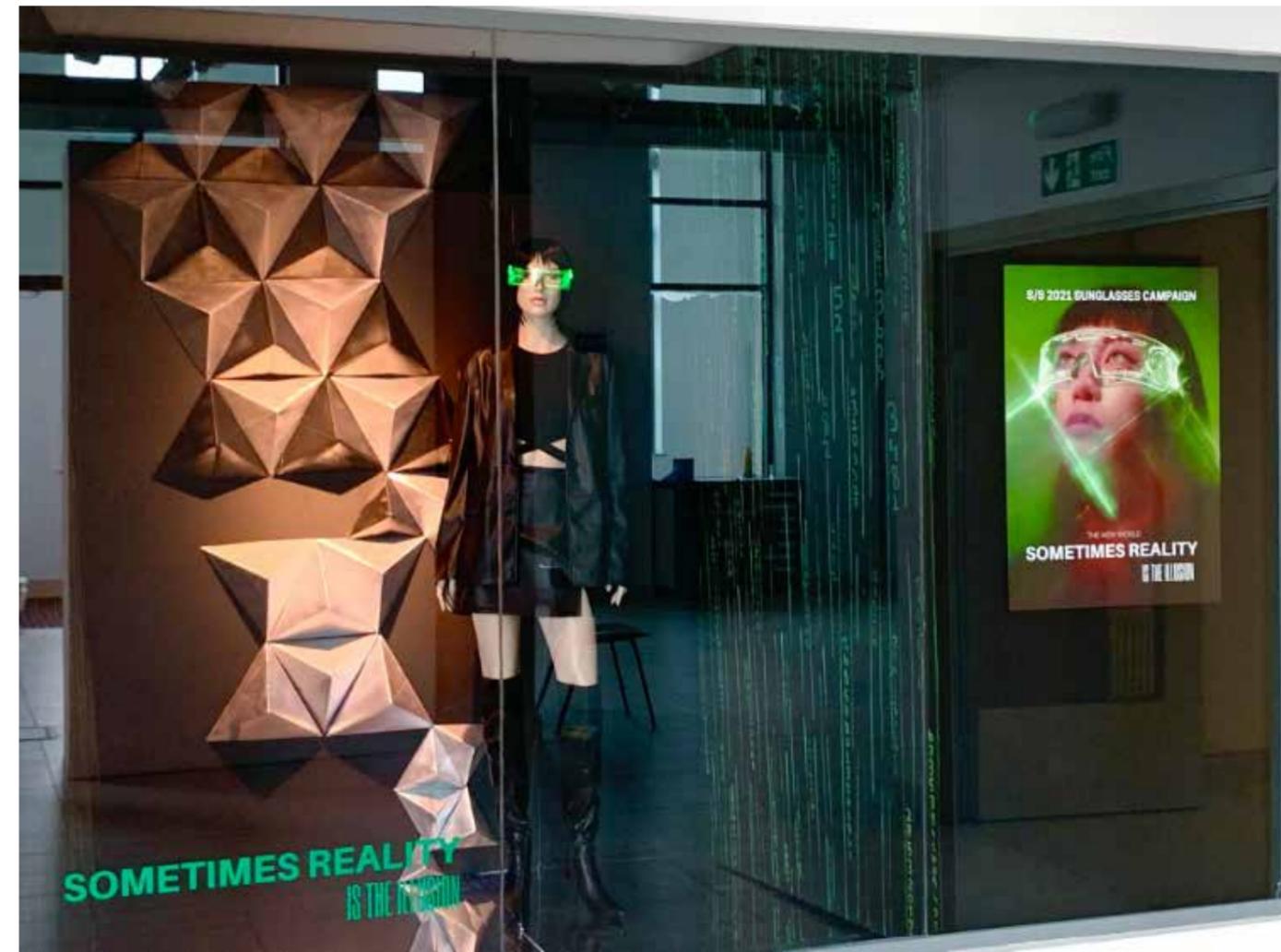
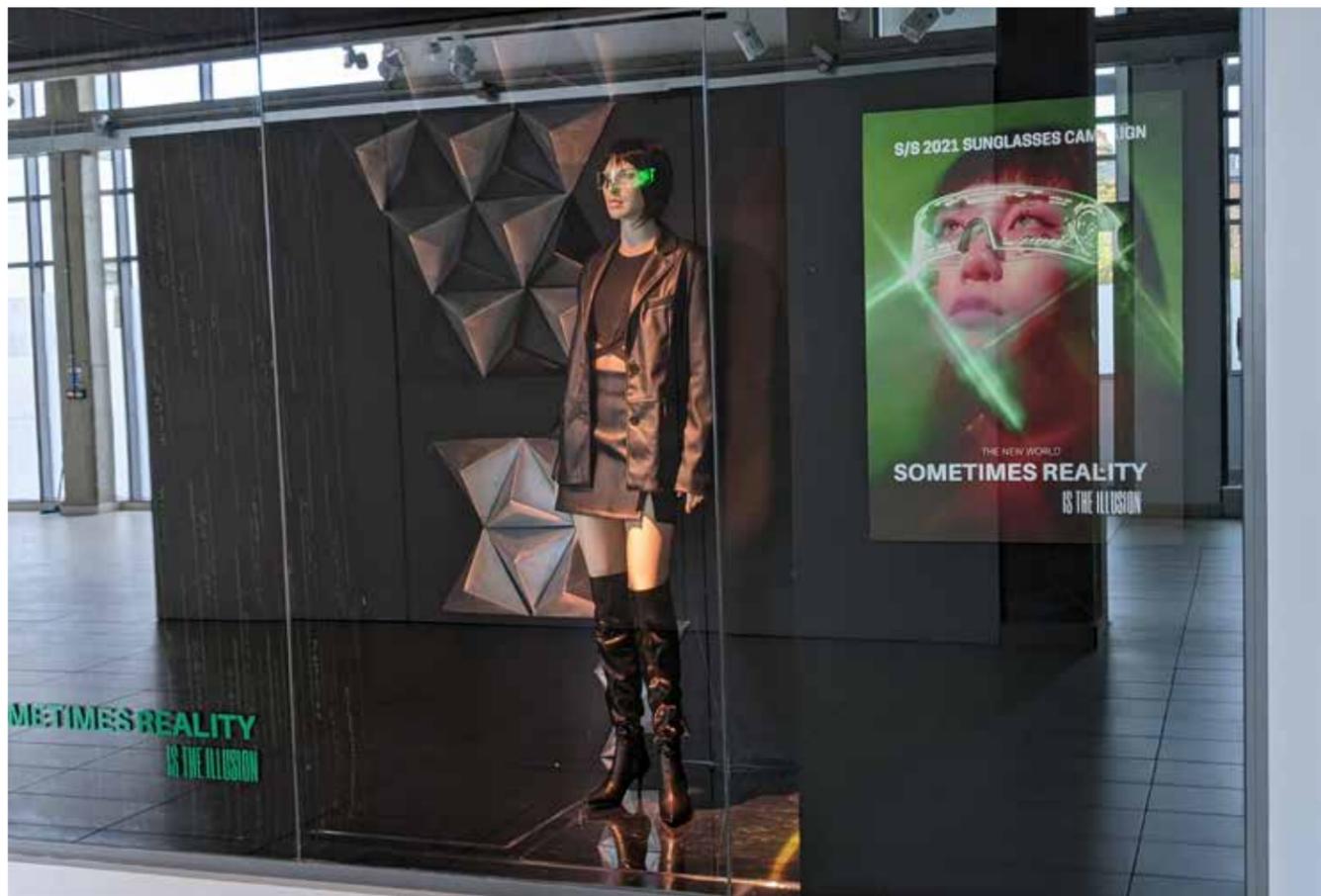
Bronze Medal  
Awarded to Lauren O'Gorman  
Technological University Dublin

# MOODBOARD



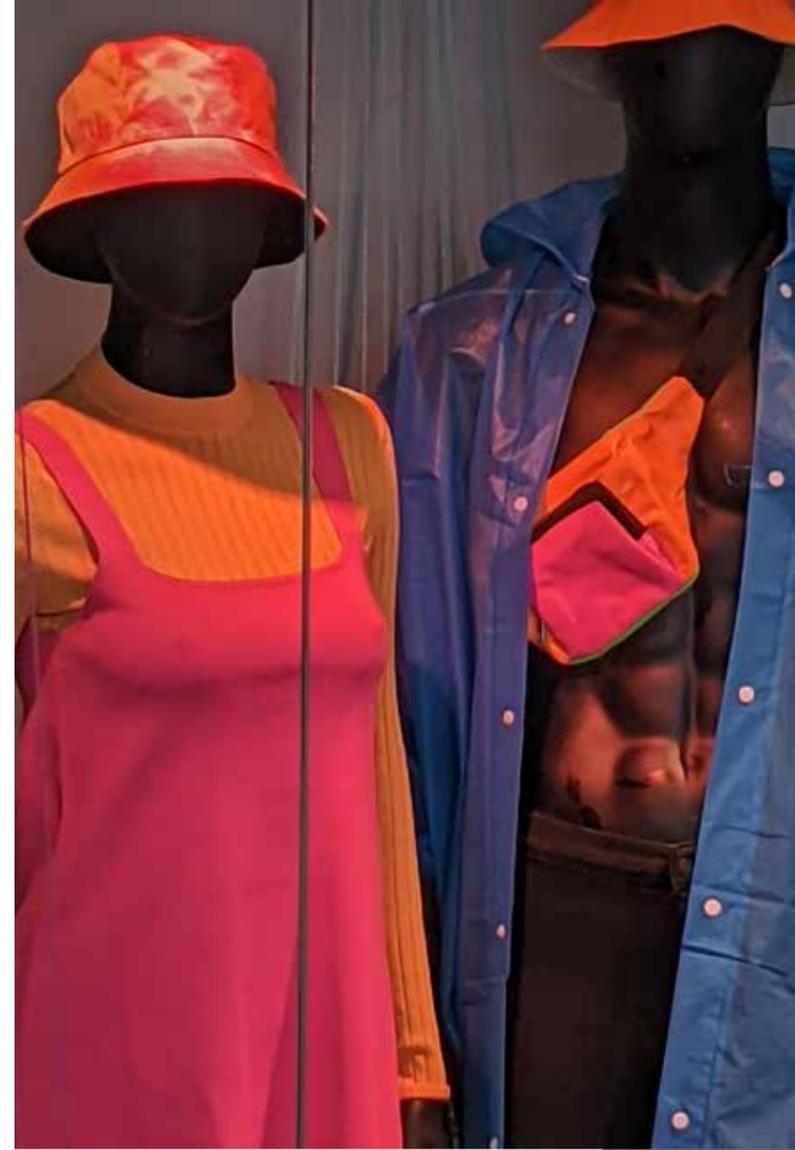


Gold Medal  
Awarded to Destina Yilmaz  
Herts Regional College - Level 3





Silver Medal  
Awarded to Lily Tyler  
Herts Regional College - Level 3





Bronze Medal  
Awarded to Maisie Halliday  
Herts Regional College - Level 3





Gold Medal  
Awarded to Ariane Irtelli  
Herts Regional College - Level 5  
Foundation degree VM





Silver Medal  
Awarded to Georgia Ingrey  
Herts Regional College - Level 5  
Foundation degree VM





Bronze Medal  
Awarded to Ellie Benson  
Herts Regional College - Level 5  
Foundation degree VM





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



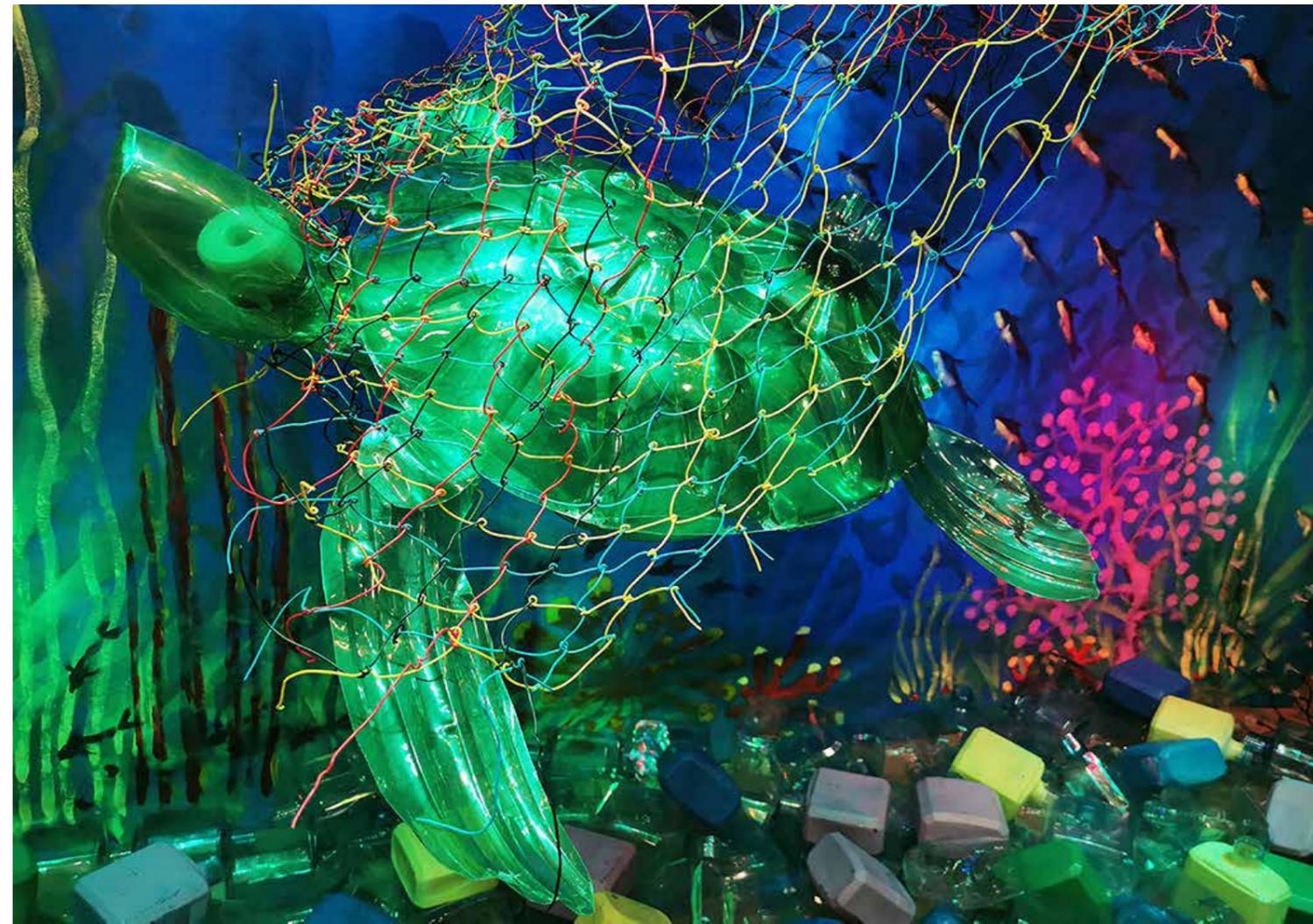


Gold Medal  
Awarded to Lilian Melissa Mora Trivino  
Seneca College - Canada





Silver Medal  
Awarded to Sen (Xiusen) Zhang  
Seneca College - Canada





Gold Medal  
Awarded to Paige Steventon  
Windsor Forest / Year1





Silver Medal  
Awarded to Chloe Leitao  
Windsor Forest / Year1



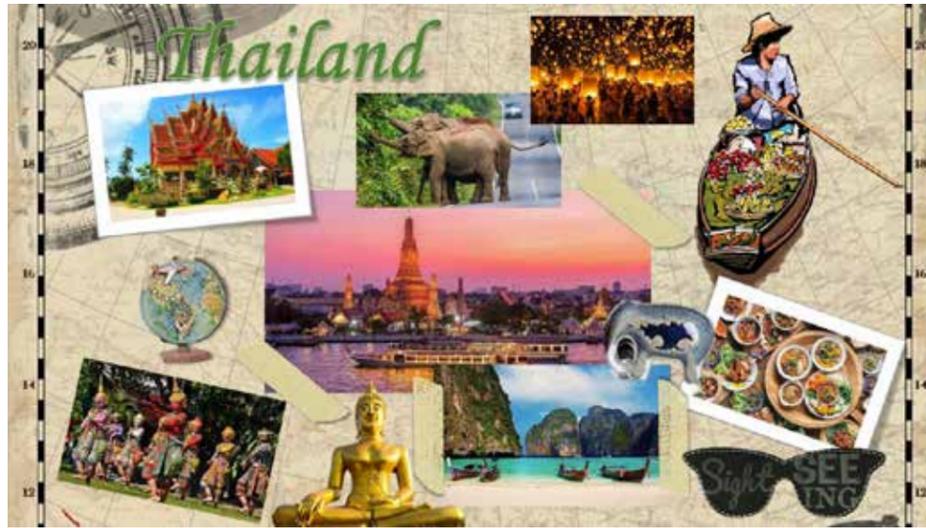


Silver Medal  
Awarded to Dua Atharkhan  
Windsor Forest / Year1





Silver Medal  
Awarded to Isabella Hawkins  
Windsor Forest / Year1





Bronze Medal  
Awarded to Marlee Jobe  
Windsor Forest / Year 1





Gold Medal  
Awarded to Sarah Ward  
Windsor Forest / Year 2



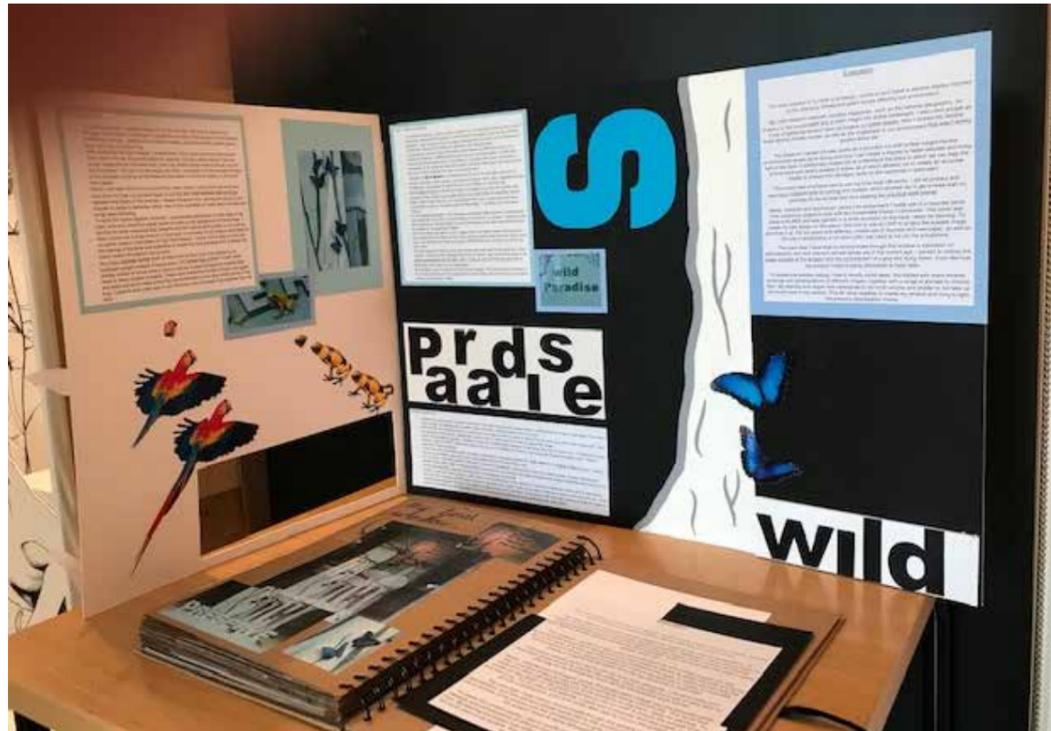


Silver Medal  
Awarded to Leila Lewis  
Windsor Forest / Year 2





Bronze Medal  
Awarded to Kirsten Sachse  
Windsor Forest / Year 2





Bronze Medal  
Awarded to Honey Eastell  
Windsor Forest / Year 2



# Meet The BDS Team

The BDS Management Team comprises of experienced Visual Merchandising professionals and experts in the industry, who also volunteer their time to manage the BDS.

It is their passion and enthusiasm for VM and Store Presentation that drives the industry to maintain standards and ensure Visual Merchandising is not a dying art.



## Director & Chair: Iain Kimmins FBDS

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



## Director & Vice Chair: Helen Goodwin FBDS

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



## Director: Liz Johnston FBDS

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



## BDS Tutor: John Abbate FBDS

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



## Janet Billings FBDS

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



## BDS Tutor: Barbara Chapman FBDS

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



## Assistant Treasurer: Nigel Fisher FBDS

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



## Edward Stammers MA, PG Cert

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



## Kat Maclennan FBDS

**Current:** Visual Merchandising Consultant  
**Skills:** VM strategy, window design, VM training, implementation  
**Based in:** London  
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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  
**Website:** [www.reynoldssymes.com](http://www.reynoldssymes.com)  
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*Keeping VM in the Spotlight*



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