

**BRICKS AND MORTAR
IS HERE TO STAY**

**THE RETAIL
VM & DISPLAY
SHOW 2022**

**5-6 APRIL
BDC
LONDON**

**THE SHOW THAT HAS BEEN USED
BY RETAILERS AND SPECIFIERS
FOR OVER 30 YEARS FOR
INSPIRATION, PRODUCTS & IDEAS**

**MANNEQUINS - PROPS
CHRISTMAS DECORATIONS
FABRICS - ARTIFICIAL PLANTS
DESIGN - PRINT - 3D PRINT**

**SIGNAGE - NEON LIGHTING
POS - DIGITAL SCREENS
HANGERS - BUST FORMS
GRAPHICS - FOLIAGE**

**ARTIFICIAL TREES - TOPIARY - FLOOR COVERINGS
JOINERY - WINDOW DRESSING - WIGS
FIXTURES AND FITTINGS - SHELVING - AUDIO VISUAL
POLYSTYRENE - DESIGNERS - FINISHES
& SO MUCH MORE**

**WISHING TO VISIT
REGISTER FOR
FREE ENTRY**

**WISHING TO EXHIBIT
LIMITED STANDS
REMAINING**

Welcome

Welcome from the Chair

The New Year heralded in great news from some of the UK's retailers. Marks & Spencer's grocery sales soared 9.4% in the final 12 weeks of 2021 compared to the same period last year.

This comes on top of many other well-known retailers announcing great sales figures with the run up to Christmas.

So, while January is a quiet month as many stores are holding their annual Sale, there is renewed vigour from the various stake holders I speak to that business is very much improving.

As we move into the Spring, I am delighted to inform our readers that this April will see the return of the VM & Display Show on Tuesday 5th and Wednesday 6th April. The location remains the same: The Business Design Centre, Islington, London.

Whether you are a retailer, designer or a visual merchandiser, this show is a must visit for everyone involved. This event showcases many of the great display companies such as The HOL Group, Antalis, B.Brown and DZD to name a few.

The British Display Society will be exhibiting at the show to help, support and promote the Visual Merchandising industry, so do pop by and say Hello!

In addition to this, the BDS is having an area dedicated to our VM Students from several of our Centre of Excellence colleges. They will be having the opportunity to set-up a 'mock-up window' from a theme given by the BDS. This is a great opportunity for the students to connect with others in the industry.

Entry to the VM & Display Show is completely free, so check out the website which is shown on the front cover of VM Spotlight.

Iain Kimmins FBDS
Chair



Newsletter Editor

Elaine Fisher
Please contact Elaine Fisher for details regarding articles and advertisements for future issues
Email: admin@britishdisplaysociety.co.uk

Chairman

Iain Kimmins
Email:
iain.kimmins@britishdisplaysociety.co.uk

© British Display Society

Copy deadline for April issue

19 March 2022

Email: admin@britishdisplaysociety.co.uk



Content

bds	04-05	Technological University Dublin
bds	06-07	London College of Fashion
bds	08-09	Windsor Forest College
bds	10-13	Hugh Baird College
bds	14-21	Hertford Regional College
—	22-23	World Skills UK – VM Competition
—	24-25	Creating immersive in-store atmosphere through design thinking
—	26-27	Mixing Modern Technology with Traditional Visual Merchandising Values
—	28-29	Branding approach for retail communication
—	30-31	A Selfridges Drag Queen Christmas
—	32-33	Petter Pharmacy
—	34-35	Acorn Pharmacy
—	36-39	Showtime
—	40-41	Antalis
—	42-43	Jelmoli – Shimmerwalls
—	44-45	Adapting business
—	46-49	Create Intrigue to Grow Your Business
—	50-51	Flyvision floating display cases for Christian Louboutin shoes
—	57	VM & Display Show information
—	66-67	BDS VISUAL MERCHANDISERS' DIRECTORY
—	68-70	BDS CORPORATE MEMBERS' DIRECTORY
bds	72-73	Meet the BDS Council

bds

INDUSTRY EXPERT

INTERVIEW

HIGH STREET

LEISURE & HEALTH

INFORMATION

EXHIBITION

VISITOR ATTRACTIONS

VM CASE STUDY

DISTRIBUTOR

Technological University Dublin BDS Centre of Excellence



In November, my BDS colleague Barbara Chapman and I visited The Technological University Dublin, which is a BDS Centre of Excellence.

With covid restrictions lifted, this was a good opportunity to revisit many of our Centre of Excellence colleges. On arrival we were met by Kerry Meakin - Lecturer and Programme Chair. It was a packed day which started with a much-needed coffee and croissant.

The 1st Year VM Students gave a presentation on the ideas/strategies of their first window concept which was based around a well-known book. It was great to see the enthusiasm and creativity behind such a simple subject matter. At this early stage of the course there was much confidence with the students as they stood up in front of the myself and Barbara, the other lecturers and the rest of the class.

After coffee, Barbara and I gave the students a presentation about the British Display Society: its history, our aims and goals and the work we achieve within the retail and VM industry.

The afternoon session was an opportunity for students Jennifer Reilly and Lauren O'Gorman to present their concepts that won the 2021 BDS Centre of Excellence VM Student Competition. Although I was not part of the judging panel, it was an opportunity to meet the winners and learn more about the thinking process of their concepts. Both Jennifer and Lauren were awarded BDS Medals and Certificates for their outstanding work.

The BDS will be holding another End of Year Student Competition this year where our Centre of Excellence colleges can partake for this prestigious award. It is great exposure for the students' work as they enter the world of Visual Merchandising.

Later in the afternoon, Barbara and I had the pleasure in opening a Pop-Up Shop which the students had created. This Pop-Up Shop was a good way for students to work together, giving them the understanding not only about Pop Up Shops but the commercial aspects to retail, such as customer journey, creating focal points, ticketing and lighting.

Kerry and her team do an amazing job with their teaching and building the confidence with the students. The college has such great facilities with its studio classrooms complete with 'mock-up' windows, great workshops and props storerooms. The return flight helped us celebrate a fun packed, productive day. We are looking forward to our next visit in April/May.

Iain Kimmins FBDS
Chair & Director



Iain Kimmins, BDS Chair, giving the BDS presentation



Student Pop Up Shop Launch



BDS Directors, Iain Kimmins & Barbara Chapman with the Dublin Centre of Excellence competition medalists



London College of Fashion BDS Centre of Excellence

Despite social distancing, face masks and a tube strike, Barbara, John & Paul had a very enjoyable morning when they paid a visit to the Visual Merchandising Studios at The London College of Fashion in November.

Located 'just off' Oxford Street in the heart of London's shopping district, the Visual Merchandising Studios on the upper floors were a hive of creative retail activity. Positioned amongst an abundance of partially dismembered mannequins, 'work in progress' dummy window displays and a veritable feast of creative mood boards, Barbara & Paul gave informative presentations to a group of eager students.

Students who, due to the difficulties caused by the tube strike and pandemic who couldn't attend the event physically, were able to join the discussion remotely. Barbara gave an excellent presentation regarding the importance of The British Display Society which was especially relevant in today's somewhat difficult and uncertain retail climate.

Barbara also gave the students an insight into her own career along with some visuals of some great visual merchandising presentations. Paul followed with a lighthearted presentation about his career to date in visual merchandising, the opportunities and experience he's gained along the journey and the benefits of great visual merchandising in the retail industry.

Following the presentations Barbara, Paul & John opened the floor for an informal Q&A session. Many of students attending the presentations had questions regarding the future of visual merchandising, and its relevance post the pandemic.

Looking at some of the presentations and displays that adorned the visual merchandising studios, Barbara, John & Paul bid farewell to The London College of Fashion, delighted that the future of creative retail has a brilliant and exciting future in the hands of today's students.





BDS Visit to Windsor Forest College BDS CENTRE OF EXCELLENCE

In December, BDS council members Barbara Chapman and Kat Maclennan headed out to beautiful, historic town of Windsor to visit Windsor Forest College, a BDS Centre of Excellence.

It was a pleasure to meet the talented and enthusiastic students who had entered the BDS Centre of Excellence End of Year Student Competition, and understand their inspiration and design process in developing the fantastic window concepts.

Barbara and I presented medals and certificates to the worthy winners and look forward to seeing how they take their skills out into the retail industry.

A massive thank you to the college students and lecturers for the warm welcome and their time, we wish them all luck in their future careers.



Securing the Future of Visual Merchandising

A visit from the British Display Society



Hugh Baird University Centre's Visual Merchandising & Promotional Design (VM) students were afforded a real-life insight into the real world of VM in November after they were treated to an informative and inspiring presentation from the chair of the British Display Society Iain Kimmins and his colleague, Vice-Chair, Helen Goodwin.



The British Display Society was established in 1947 and was created to encourage and promote the highest standards of Visual Merchandising, Design and Display. The BDS is also a thriving Visual Merchandising / Educational organisation that aims to guarantee VM remains a recognised profession in a modern and ever-changing retail world.

The BDS is a firm supporter of Hugh Baird University Centre as it is recognised at one of its accredited 'Centres of Excellence' - only one of seven in the world. The visit to the University Centre allowed both Iain and Helen to catch up with students and staff alike and see how teaching and learning has changed and adapted over the last few years.

The course is the most unique Degree course of its kind in the United Kingdom. This is an award winning course established for over 18 years. Previous Alumni have forged successful careers in Harrods, Ikea, Flagship Top Shop, Matalan, Body Shop, Beaverbrook's, NEXT, Fortnum & Mason, Urban Outfitters and many more high Street retailers.

When speaking about the presentation, VM tutor Pete Taylor said, "It's fantastic to have Iain and Helen here today talking to our amazing students. We are very proud of the course here at Hugh Baird University Centre, we are teaching the future of visual merchandising; it's very exciting."

Iain has a wealth of knowledge and experience in the VM industry, starting his career at Harrods and working his way through some of the most renowned retail spaces in the world, including Selfridges, London and Tangs in Singapore, where he was Head of Visual Merchandising. The students got to learn about all facts of the industry, including a typical 'day in the life', current trends, industry faux pas and career progression.

Helen also gave insight into how VM works for smaller and independent retailers and how COVID-19 has changed the face of retail and retail spaces. Given Helen's wealth of experience, Helen will soon be launching VM courses aimed at High Street independent retailers.

Carrie Sumner, a VM student said, "The presentation has been amazing. It has been great to listen to both Iain and Helen and get their insight into the VM industry. I have found it very informative and inspiring."

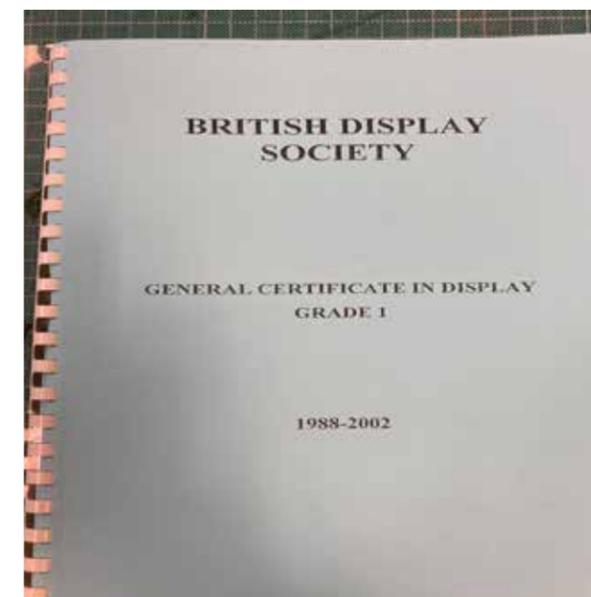
Iain added, "It has been fantastic to return to the Hugh Baird University Centre, we have received a very warm welcome as always. The student work we have seen today has been of a high standard and it has been great to talk to the students and get their ideas on what the world of VM will look like in the future. The students have been very receptive to what we have had to say. It's also been great to see the variety of teaching practices which continue to be expertly delivered by tutors who are fully experienced and passionate about their own specialist subjects. This is so evident in how the students are driven to maintain quality work such as models, sketchbooks and presentations. Well done to everyone."

The University Centre is looking forward to welcoming both Iain and Helen back again in the Spring 2022 when they return to judge the end of year show.

For more information on the Visual Merchandising and Promotional Design course at Hugh Baird University Centre please contact: Peter Taylor or Angela Obrien

Peter.Taylor@hughbaird.ac.uk

AngelaObrien@hughbaird.ac.uk





Hertford Regional College

A mind-bending journey into Wonderland 'Alice: Curiouser and Curiouser' exhibition at London's Victoria and Albert Museum, which explores the varied and challenging artwork, products, installations, and productions that have been based on the original novel 'Alice's Adventures in Wonderland', written by Lewis Carroll.

Inspired by a brilliant new exhibition, the UAL Diploma (Level 2) Fashion Business and Retail students from Hertford Regional College, were tasked with creating their own printed design for use to produce a range of accessories to put on sale at the college Pop Up Shop at the Bishop's Stortford Tourist Information Centre. The theme allowed students to have creative freedom through exploring brand collaborations, combining their own personalities with the Alice brand to create their own brand collaboration.

As part of this project, the students explored the roles and responsibilities in the fashion retail environments and partook in group workshops to generate initial ideas and individually explored design concepts, undertook market research, developed their brands, created promotional materials, explored merchandise handling, produced display packaging and marketed their final product to the point of sale.

For further information about the course check out the link [UAL Level 2 Fashion Business and Retail](#) and view our Instagram to see more of our Students' creative work [@fbr_hrc](#)

Gianfranco Castagna
Programme Manager
UAL Level 2 Fashion Business and Retail
gcastagna@hrc.ac.uk



PHOTO CREDIT: UAL Diploma (Level 2) Fashion Business and Retail students





Hertford Regional College

The UAL Extended Diploma (Level 3) Fashion students at Hertford Regional College were given fashion forecast themes to research during their Summer vacation. Upon their return in September 2021 they were asked to use their fashion forecast theme as a starting point for their research into 'Alice's Adventures in Wonderland' and develop a range of fashion design ideas, exploring space, time and scale and the edge of reality!

The students visited the 'Alice: Curiouser and Curiouser' exhibition at the Victoria and Albert Museum to explore the story's origins, adaptation and reinventions and consider how fashion designers have been inspired by the impact and legacy of this story, which is over 150 years old! Students researched the various versions of the story through books, illustrations, films, fashion and photography.

From this research, students developed fashion design ideas for costumes for their chosen character in a scene from Alice in Wonderland. Through this process, students were able to develop their skills in researching, designing, illustrating, fabric awareness, pattern and garment production and experimenting with a range of techniques in order to make their final costumes. They considered the characters and their personalities, gender, target audience and the ethos of the story and how this could be portrayed throughout their own concepts, giving this a new, contemporary twist.

Students then considered the styling of their costumes and collaborated with UAL Extended Diploma (Level 3) Visual Merchandising and Photography students to bring their costumes to life within the Alice in Wonderland setting. The results were both exciting and creative and give a fascinating new dimension to the story.

For further information about the course check out the link [UAL Level 3 Art & Design \(Fashion\)](#)

Adel Zanre
Programme Manager
UAL Level 3 Art & Design (Fashion)
azanre@hrc.ac.uk



Hertford Regional College

Lewis Carroll's novel 'Alice's Adventures in Wonderland' inspired students from Hertford Regional College, who collaborated across the UAL (Level 3) Visual Merchandising, Fashion and Photography pathways to create four fabulous conceptual window displays for Christmas 2021. The students were lucky enough to undertake a visit to the Victoria and Albert exhibition 'Alice: Curiouser and Curiouser' in South Kensington which was a huge kickstart to the project.

The UAL (Level 3) Visual Merchandising students worked in teams of first and second years, to design and make the props and backdrops in four displays, each representing a scene from Alice In Wonderland, which they installed in purpose-built glazed windows situated in the college's David Gentleman Gallery. The scenes consisted of 'Mushroom Land', 'The Mad Hatters Tea Party', 'The Queens Garden', and finally 'The Battle Scene'. The modern interpretations were supported by selected costume designs made by the UAL (Level 3) Extended Diploma Fashion students, who responded to the novel, creating garments inspired by the various characters and scenes.

As part of the course, the Visual Merchandising students explore stage set design as the 'next size up' from window display using fashion styling which played a big part in the install, linking the many skills needed for a successful visual merchandising scheme.

For further information about the course check out the link [UAL Level 3 Art & Design \(Visual Merchandising and Brand Promotion\)](#) and view our Instagram to see more of our students' work [@visualmerchandisinghrc](#)

Brooke Riddle
Programme Manager
UAL Level 3 Art & Design (Visual Merchandising and Brand Promotion)
briddle@hrc.ac.uk



Mushroom Land



The Mad Hatter's Tea Party



The Mad Hatter's Tea Party



The Queen's Garden



The Battle Scene

Hertford Regional College

The Bishop's Stortford Tourist Information Centre was once again transformed for Christmas as part of a client-based live brief undertaken by the students on the Level 4 Foundation Degree in Visual Merchandising at Hertford Regional College, a programme validated by University of Hertfordshire.

Students undertook a site visit in October and were briefed by the Tourist Information Centre staff who asked for a window display that reflected Bishop's Stortford as a town, used sustainable materials in its construction, was able to accommodate centre branded merchandise as well as items from the Christmas Pop Up Shop that would be installed along with the window display.

Students worked on concepts to meet the brief and presented these to the client. The client selected a concept by Neve Stanley who proposed, as a centre piece, a Christmas tree made from stacked crates and boxes along with a signpost highlighting key attractions in Bishop's Stortford. Neve suggested the inclusion of iconic buildings within the town as a cut-out skyline. The client chose this design as it considered the presentation of merchandise and provided a strong 'Bishop's Stortford' message.

The Visual Merchandising students worked as a team to create Neve's concept and were mindful throughout to use existing and sustainable materials to create the props. At the beginning of December, a small team made the magic happen and installed the window. Using the stepped structure already in the window students added the cut-out skyline with twinkling lights, piled the crates and boxes and positioned the signpost. The window was then heavily merchandised with 'all things Christmas' and finished with a generous sprinkling of snow.

The Bishop's Stortford Tourist Information Centre was delighted to have yet another original and festive window for the Christmas season. The project gave the students the opportunity of first-hand experience in completing a client driven project from beginning to end and highlighted the careful pre-planning and hard work that goes into every successful professional installation.

See our Instagram to view our students' amazing work at Hertford Regional College Foundation Degree Creative Enterprise [@creative_enterprise_hub](#)

For further information about the course check out the link [Foundation Degree Visual Merchandising](#)

Liliana Scibetta
Programme Manager
Foundation Degree Creative Enterprise Visual Merchandising Pathway
(in association with University of Hertfordshire)
lscibetta@hrc.ac.uk



WorldSkills UK Visual Merchandising Competition



Visual merchandising, encapsulates the best skills and attributes of the creative industries and commercial retail. The art of visual merchandising creates eye-catching retail displays in windows and in store to attract and engage consumers, helping to increase sales. A visual merchandiser is also responsible for ensuring that the interior of the store is laid out accurately, so that the customer can navigate the store easily.

A visual merchandiser employs a skill set from design to practical display implementation; styling to prop-making, all with particular attention to detail. Understanding the brand, customer and current market trends is also of paramount importance..

The UK and global retail markets have seen many changes and shifts in recent years; brands need to adapt this ever-changing climate. Visual merchandising and its huge range of design and technical skills, are inherently adaptable and offer problem-solving solutions to the changing retail landscape. Whether through bricks and mortar retail, online stores, or new phygital retail strategies, visual merchandisers will always adapt and importantly, innovate.

WorldSkills UK is an independent charity and a partnership between employers, education and governments. One of its activities is running skills competitions across 64 skills including visual merchandising. Designed by industry experts, the competitions assess an individual's knowledge, practical skills and employability attributes against set criteria in a competitive, timed-environment. They are a means of driving up standards in teaching and learning, helping young people to achieve excellence rather than competence, as the norm.

Students, apprentices and employees successful at the WorldSkills UK National Qualifiers in visual merchandising can go on to compete at the National Finals, pitching their skills against their peers for coveted Gold, Silver and Bronze Medals and the chance to be selected for team UK with the prospect of representing their country on the international stage.



The Visual merchandising competition has been designed to reflect current retail practice and the practical skills set a visual merchandiser must employ. Young learners need to be able to interpret a client brief and design with the target customer in mind. Design skills are necessary to create computer aided design (CAD) drawings of the display, working to the set requirements, products and materials provided. Skill in two-dimensional and three-dimensional propping is undertaken with use of graphic decals and constructed props. The product must be prepared and styled and all components implemented, to create a visually-balanced and eye-catching display. Attention to detail and neatness in execution are also critical.

To ensure that the visual merchandising competition continues to run and gives young people the opportunity to build the skill sets that achieve standards of excellence we need industry partners to enter competitors and to ensure that our competition continues to meet industry standards. Supporting the competition through sponsorship provides a unique platform to support young people, showcase early career opportunities, attract diverse talent, and promote visual merchandising as a prestigious career route. For more information please contact WorldSkills UK partnerships@worldskillsuk.org or visit <https://www.worldskillsuk.org/competitions/visual-merchandising/>

Success Stories:

<https://www.worldskillsuk.org/success-stories/greta-visual-merchandising/>

<https://www.worldskillsuk.org/success-stories/jasmine-visual-merchandising/>

WorldSkills UK is an independent charity and a partnership between employers, education and governments. Together, we are using international best practice to raise standards in apprenticeships and technical education so more young people and employers succeed. We're a proud member of WorldSkills, a global movement of over 80 countries. WorldSkills supports young people across the world via competitions-based training, assessment and benchmarking, with members' national teams ultimately testing their ability to achieve world-class standards in the biennial 'skills olympics'. The insights we gain from training as part of this global network help us raise standards across the UK. We innovate to help employers by benchmarking with skills systems from across the world to inform policy and practice, ensuring high-quality skills and boosting the UK economy. We develop educators, by sharing international best practice, to deliver high-quality training and assessment. We inspire young people, whatever their background, to choose high-quality apprenticeships and technical education as prestigious career routes.



Creating immersive in-store atmosphere through design thinking

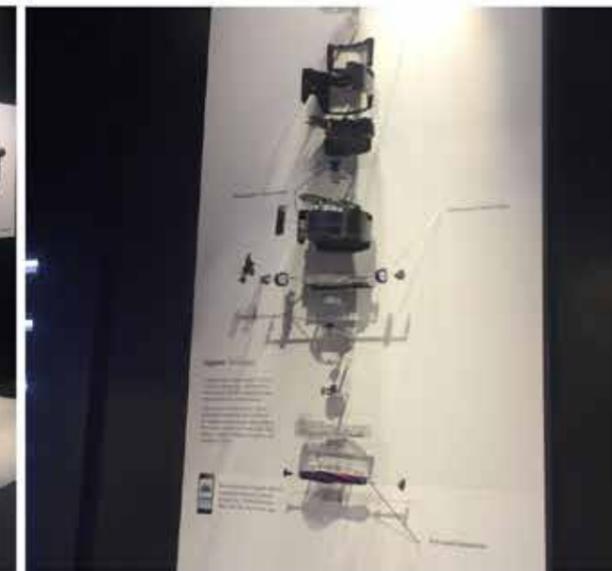
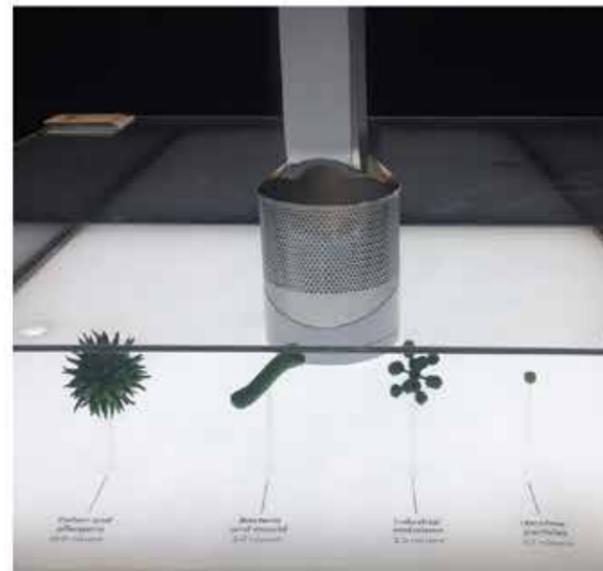
Yujia Huang: Lecturer in Design Enterprise at University of Dundee

E-commerce takes over physical retailers' function of selling and buying on fulfilling the needs in physio pleasure and to some extent socio pleasure. However, to achieve a higher level in socio, psycho, and ideological pleasures, will need multiple channels working together simulating consumers' full senses, which include see, hear, touch, smell, test and feel. In the field of consumer behaviour, Philip Kotler (1973) presented forty years ago that physical shopping space has a significant influence on the purchase decision making, even than the selling product (or service); stores have to consider the "total product" which includes tangible products and intangible features associated with it. Environmental psychology suggests that consumers react more emotional than cognitive in a physical shopping environment and create a positive in-store atmosphere which hugely contributes both to pleasure and purchase decision making processes.

Take Dyson Demo store (at <https://www.dyson.co.uk/inside-dyson/dyson-demo>) Oxford Street as an example, by showing the product working mechanism, design and development process, allows consumers to directly communicate with the leading technology innovation that the company represents. All the elements in-store, including decoration, layout, materiality, light, sound, colour movements, and professional and friendly human assistance gives people a full degree of exploring what Dyson represents. The showroom itself cannot create direct profits for the brand; however, channelling the brand story to mass audiences could reach potential consumers and create word-of-mouth marketing.

Yujia Huang

yhuang002@dundee.ac.uk



Mixing Modern Technology with Traditional Visual Merchandising Values



**GROUND SUPPORT
LABS**

Digital visual merchandising is part of Ground Support Labs (GSL's) progressive approach to capturing a client's target audience's attention. Today more than ever, consumer engagement, footfall, and increasing dwell time has never been more important for retailers. Out of the box thinking and innovative marketing campaigns are practically the norm so standing out from the crowd on the high street is vital.

For one customer, GSL's solution involved wrapping multiple food hall columns with show stopping seamless curved LED displays. They presented a canvas of content that created an impressive multi-dimensional atmosphere in the space. It gave the client ample flexibility to design a content plan that would wow their customers and lure them to stay longer in the food hall by enjoying the innovation of their surroundings. In addition to this were screens mounted in various locations allowing food retailers to showcase specials and give further options for traditional advertising and looping engaging content.

For other customers, our solutions can be more personalised for the shopper, allowing them to explore or try on products, accessories, configurations, and options through interactive technology, and empowering them with a deeper understanding about the brand and its values. Delivering rich insights and analytics back to the brand to help them understand the shopper journey and behaviours provides essential data to validate successful campaigns.

The versatility of digital screen technology gives the VM access to a greater set of tools to work with not only to complement displays but to enhance their impact. Creating a synergy with online and in-store campaigns also becomes more seamless.

In place of re-building the display, it becomes a matter of re-branding the display at the end of a season. This takes the focus away from disposable materials and back on the use of digital content as a sustainable and dynamic campaign source.

By taking a consultancy styled approach, we host regular tech talks with our clients and suppliers to talk about the current technology state while updating our offerings and services accordingly.

If you would like to discuss updating your VM campaign with the click of a mouse, feel free to get in touch via

TalkTechEMEA@groundsupportlabs.com

www.groundsupportlabs.com



Branding approach for retail communication

Finally hoping to see a light at the end of this long and hard pandemic tunnel. I had great deal of time to think and put together an idea I had for a long time. Perfect time to launch this service when people's hearts are tired and souls are weakened.

The service is re-create western names into Japanese Kanji. (na me of Iain)

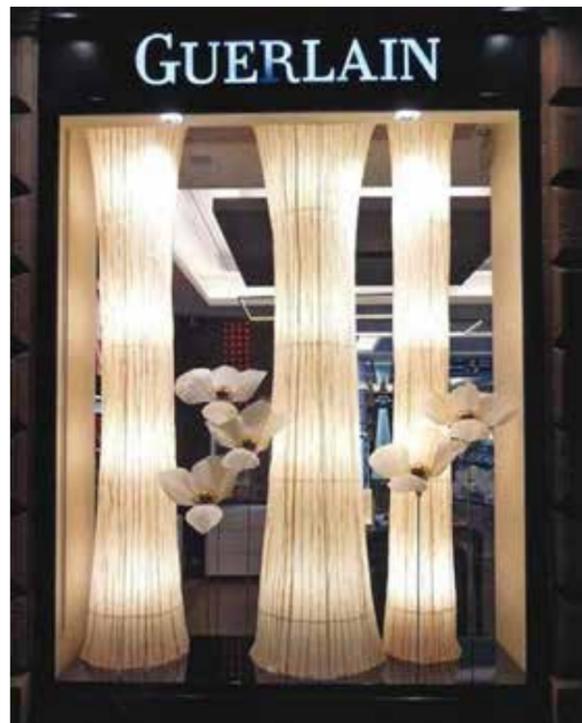
In Japanese westerners' name uses Katakana, Japanese people has name in Kanji. Originated from Chinese, Kanji is a pictogram which a single character usually means something and have multiple readings. Katakana or Hiragana characters are syllable constructed from a sound.

Inspired by your original name we'll find one or a combination of kanji that symbolize you. Your name suddenly becomes like a tagline of you.

This service we named it "na•me", na=name in Japanese so "name me", to boost people in this lockdown give people or their love ones a fresh meaning to their post pandemic life.

This is part of our mission to globalize Japanese coolness to save the dying good-old Japanese traditional craft which not many Japanese care about nowadays but appreciated overseas. The service links to Japanese calligraphy on Washi paper, seal and geisha fan crafts.(na me on Mai-sensu)

Please try for your next gift www.na-me-jp.com



While this is something I started to support people and Japanese craftsmanship, I would like to support you with authentic Japanesque branding ideas to your projects too, please reach out to me.

Left:: Store display with Japanese Echizen washi paper

JORG GESSNER & WASHIYA

My background is Branding and advertising, based in London now I service advertisers and support agencies worldwide. We select suitable collaborator in advertising, design or promotion best for the branding project. Experienced in introducing brands cross borders, bridging to/from Japan, branding design in UK and developing a Global campaign for Asian brand.



Audio brand global campaign

Promotion display has changed its game and innovating as we speak. It used to be called in-store but this does not make sense anymore as it could easily leads to a national campaign instantly with the power of people, social media



Sensually, kick ass morning sweet for real coffee. Super strong unshippable MAX! Energy booster!

reach.

Beverage brand promotion at ski resort

We create something that buzz. Inspire people to want to share.

Create destination to experience brand. Wine brand event video - <https://www.ichigoichiegalerie.com/branding-1>

These are some of the works from my previous creative agency I co-founded in Tokyo.

So Iain s na me? Please look at the first kanji photo again at the beginning of this article. "Admirable + Idea", it may mean "His idea makes brand admired." or "Person admired for great ideas".

Sounds perfect for the person who leads our industry to the next level.

A Selfridges Drag Queen Christmas, by peluca studio

For those that have been paying attention, you will know that use of mannequins in Christmas displays at Selfridges & Co London have been scarce in recent years, So we, at Peluca Studio, were ecstatic when we were contacted with a brief for creative wigs and make-up for the Christmas 2021 windows.

The brief consisted of a trio of shimmering golden drag angels, twin silver swan ladies, adorned with life sized swan headpieces created by Bimini Bon Boulash's creative stylist, Ella Lynch. Three sky blue sailors and a crystalised Cowboy! The mannequin styling was bursting with creativity and it was certainly what was needed after the dire couple of years we have all had.

As realistic mannequins slowly edge their way back into our windows, it brings so many more possibilities for more modern wigs and makeup.

Afterall, it's not everyday you see three glittery golden male mannequins dripping in heavy drag makeup, dressed in muted pink frocks in one of the busiest shopping destinations in the UK. Not forgetting the huge crimped golden glitter hair, a style that is frequently adorned by Drag Queens all over the world.

With many drag queens now at the forefront of fashion, the use of these overly styled models in shop windows at Selfridges opens a door of possibilities for other retailers to start taking advantage of the drag boom that shows like Rupauls Drag Race, Drag SOS & Dragula have ultimately pushed forward. At the end of the day, with our Creative Director and team at Peluca Studio being drag queens themselves, (See @xobellabel, @kindhabuena & our online Drag store www.houseofpeluca.com why shouldn't we be in your store windows? Drag is officially a pop culture phenomenon. Whether it be gracing runways, Vogue magazines or collaborating with brands such as Moschino, Prada, Coach, Nastygal, Pretty Little Thing to name a few. There's no denying that Drag is the word on everybody's lips, and why should that not be transferred over to mannequins?

Sam Beadle | Creative Director



Petter Pharmacy Crouch End, London

Using oversized Scrabble Letters, these display props make a strong impact at Petter Pharmacy in Crouch End.

Spelling out the word "LOVE" certainly attracts the attention of passing customers. Simple product grouping using brands such as Neals Yard, Clarins, Sukin, L'Occitane, Bioderma and Cow Shed, create focal points as customers browse the windows.

"While removing the Christmas concept and installing Valentines, we had three customers who came in and gave us huge praise for the Space Disco Christmas Concept" says Iain of Creative Download. "One customer said that he and his wife love all the window displays and they are now regular customers of Petters. It just proves that having retail windows professionally dressed is key to maintaining customer loyalty"

www.creative-download.co.uk

CREATIVE DOWNLOAD
VISUAL MERCHANDISING CONSULTANCY



Acorn Pharmacy Berkhamsted

With Acorn Pharmacy having a small window overlooking the High Street, Creative Download ensures that there is a strong focal point at the entrance as soon as customers enter the store.

Using a wooden frame over the table, this created retail theatre showcasing Valentines. A2 graphics were used to create that fun and quirky element, while the merchandise is 'blocked' so it is easy for customers to shop, and it is also easy for the sales staff to replenish the stock.



Edit Petts Wood

As with many independent retailers, particularly gift shops, it is vital to keep the windows fresh and up to date.

Immediately after the removal of Christmas, a Valentines concept was installed into Edit, a small independently owned gift/fashion Shop in Petts Wood, Kent.

"The concept uses A2 graphics which were mounted on to foamboard and used as back panels for small shelves that hang from the ceiling" explains Iain of Creative Download "It is more about the concept rather than the volume of merchandise"

Sale banners were used in the smaller windows to entice customers in to shop the Sale stock. Everyone loves a bargain!



Showtime!

Yarnton Home & Garden

With the Christmas Season now behind us and a brand-new year before us, traditionally January and February bring the much-anticipated round of annual Trade Fairs for the retail industry both in the UK and Europe and is certainly one of my favourite times in the retail calendar, affectionally referred to as 'Showtime'!

As a passionate Visual Merchandiser, I simply cannot wait to see what is new in 'display' – get an overview of trends and evolving styles and techniques and come away with some fresh inspiration and ideas for the new season that I can interpret and adapt in my own work in a very different location.

It is through visual appeal of course that customers and buyers are initially attracted to the stands and businesses that have invested in exhibiting at the Trade Shows, and it is this visual appeal that persuades them to look more closely at the products on offer and form their opinions of the Brand.

With my other hat on as a 'retail buyer' I also look forward to seeing the exciting array of new products which the suppliers have been so busy designing and manufacturing, that are finally ready to showcase and bring to the market, and it is always brought home to me that as retail buyers we experience exactly the same selection process as our customers.

It is so good to see the Trade Fairs back with more inspiring work from so many of the industry's talented Visual Merchandisers and stand designers. Whilst budgets and stand sizes are varied, as are retail outlets, windows, product quantities and table sizes, we are all in the business of generating sales, and good professional displays are what brings a brand to life.

Celia Leeson-Cox FBDS
Visual Merchandising Manager
Yarnton Home & Garden



NOMA LIGHTING



FESTIVE



FLORALSILK

With the shows and showroom visits having been so few and far between, it really has been wonderful to see some fabulous displays at Harrogate Christmas Fair recently which have already got me excited for this coming year and Christmas 2022!.

KAEMINGK SEASONAL DECORATIONS



FLORALSILK



ASCALON



Celia Leeson-Cox FBDS Visual Merchandising Manager, Yarnton Home & Garden



Antalis, Europe's leading distributor of paper, packaging solutions and visual communication products, is on a mission to empower companies to make the transition to more sustainable options through knowledge and understanding.

Through its robust, sustainable framework, Antalis is supporting customers and end users in making responsible choices of display substrates for their business. Antalis solutions include:

- Responsible Sourcing – developing responsible end-to-end supply chain management.
- A Green Star System™ – measures key factors including raw materials used in production, through to end-of-life recyclability and attributes a star rating to each product in the visual communications range, making it easy to identify and understand how sustainable they are.
- Carbon Offsetting – all material purchased from Antalis can be carbon offset via leading and trusted carbon capture partners.
- Waste Management Support – Antalis works alongside a leading waste services provider to help businesses understand recycling. Working together they can audit customers waste then help them to reduce it, as well as manage how best to recycle, use or dispose of each material type generated.
- Sustainable Products – a wide of eco-responsible alternatives for most indoor and outdoor visual communication applications with the same high level of performance.



In December 2021 Antalis was recognised for its endeavours with a sustainability advocate award for its environmental leadership. The reputable Sustainability Advocate Award was presented to Antalis by the Independent Print Industries Association (IPIA) at its recent Expo event and Recognition Excellence Awards.



"This award endorses our systematic work to achieve a sustainable substrate offering and corresponding practices which enable customers, and their clients, to meet their own environmental objectives. Sustainability is key to Antalis' business and is central to our continued developments in broadening our environmental portfolio to offer a choice when choosing substrates," said Simon Fisher, Commercial Director for Antalis Print, Publishing, Office and Visual Communications.

So, whatever the print, packaging or display project requirements, Antalis is here to support businesses move to a more sustainable future.

Find out more at www.antalis.co.uk





SHIMMER WALLS

Jelmoli Festive sequin facade by Shimmerwalls

Sequin walls and visual merchandising specialists, Shimmerwalls, were commissioned by the oldest and most iconic Swiss department store, Jelmoli, to produce a 900m² gold sequin façade to cover the front and sides of the flagship store in the centre of Zurich, Switzerland for Christmas 2021.

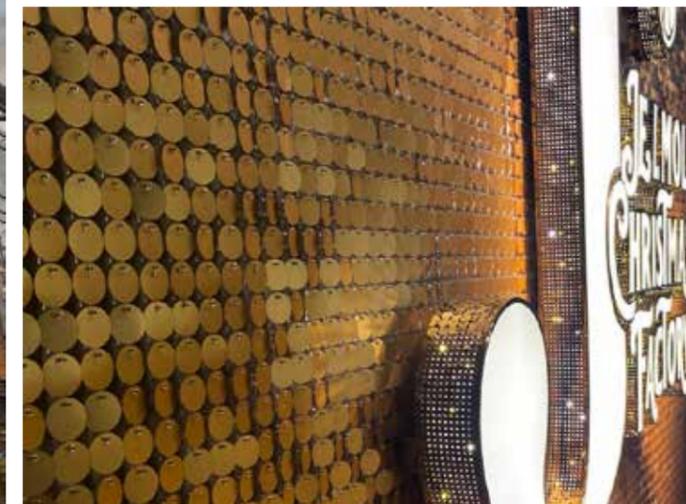
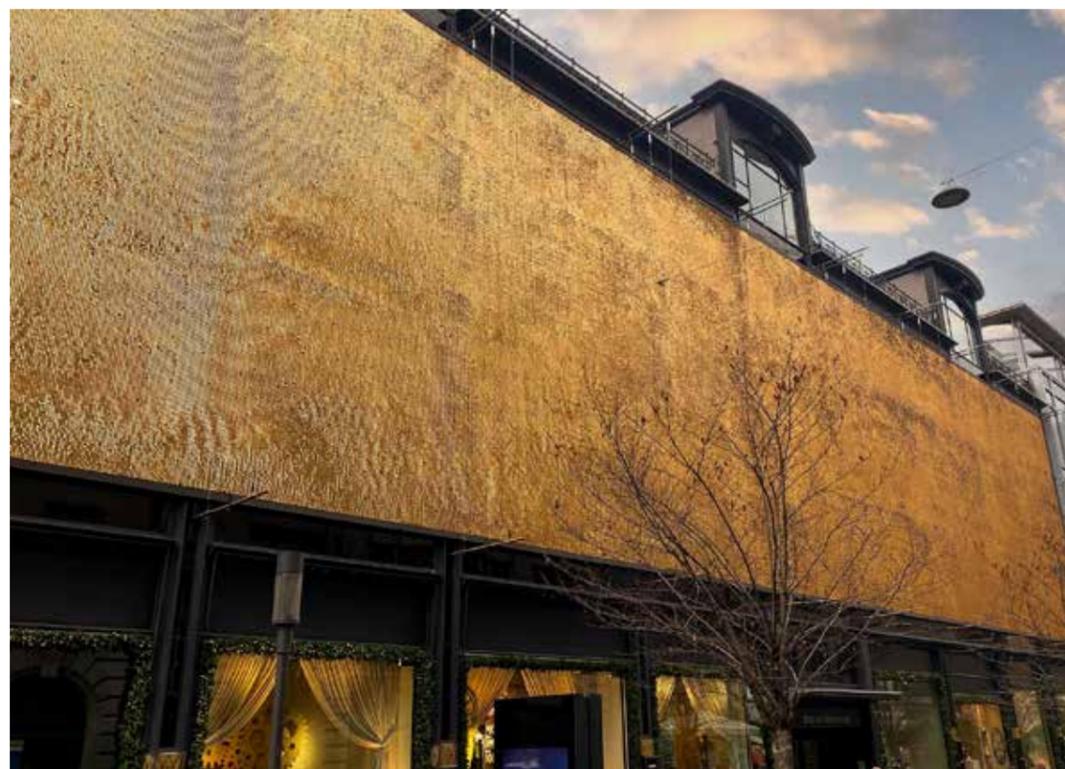
Jelmoli's official press-release chronicles the Christmas 2021 campaign, promising a 'fairy-tale Christmas' – and this stunning and dynamic sequin wall delivers just that. To quote MovingPoster AG,
"Thousands and thousands of gold sequins adorn the Christmas facade of Jelmoli in Zurich. The wind conjures up magical waves and patterns on the shiny facade cladding and pulls all visitors under its spell."

The Shimmerwalls design team worked tirelessly to ensure the project was delivered smoothly and reliably. Over 10,000 of our proprietary modular Shimmerclick panels were supplied, covering the store in over 1.2 million satin gold sequins!

Shimmerwalls also manufactured and supplied front-lit LED signage used throughout the store and in its front windows. The signage was custom made with perforated sides so the light can sparkle through, creating a glimmering twinkle effect. The 'gear' part of the sign is also animated with a geared motor, allowing it to spin slowly for added dynamism.

Jelmoli had a lot of interest following this sequin panel installation as it was featured on Swiss and Austrian TV channels and written about in the news publications.

If you have a sequin facade project you would like us to quote for, please contact; hello@shimmerwalls.com or visit www.shimmerwalls.com



Apdaptng business

Colour style & fit



When our lives stopped...I went from being a Window Designer/Wall art specialist to full time teacher! Not chosen, like many Mums. It was amazing to be able to take a breath and spend time with my child again, long walks with the dog and maths!(not great...for me the first time either) Fractions?

So a client of mine who really wanted some wall art messaged me and needed a canvas, large format, which suited me and very specific in colour and details it helped me focus. This was a great thing for me as all of my windows were on hold, it was an outlet everyday at 3:30pm, escapism.

Then as we were allowed back out into the world again, my Wall art business began to grow, which was great. Then it hit me, soon my son was going back to school. What if my clients are struggling and don't need me straight away? I was slightly panicked, fearful, but new I had to do something. Part of being visually minded like us is being very reactionary and thinking on your feet. Trusting your first instincts.

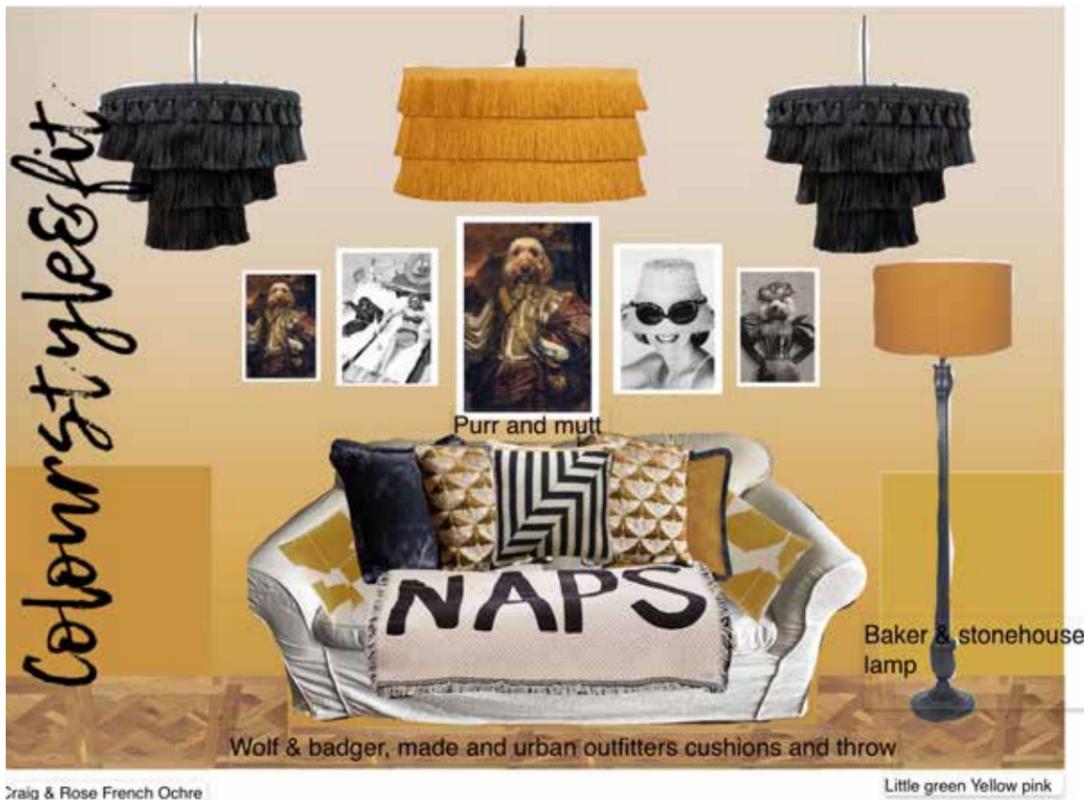
A lot of my husband's clients, who is a freelance painter and decorator, had asked me in the past for colour ideas and inspiration. Pulled me to one side to ask my advice on choices. It was hopeful, an idea, but what I needed. To start a Colour Consultancy side to my business. Pulling together all my skills and experience, something non bias and based on budget. Getting a feel for people's likes and dislikes is instinctive for us?

I'm not going to lie to you it was scary, as most of my business is on zoom, meeting complete strangers every single day, but it means that I can grow my business in a different direction, helping people. Doing as I always did, colour matching everything from wallpaper to lampshades, flooring to sinks.

I hope this piece reminds you that we all have worth, skills and the passion to carry it out. It's there inside you and sometimes it takes quiet to grow an idea...Good luck, not that you need it.

Kathleen Smith FBDS

Colourstyleandfit.com



Create Intrigue to Grow Your Business

With Ann English FBDS

Visual merchandising, marketing and communications is undergoing rapid transformation. Changes to the high street, purchasing habits and the online boom bring both challenges and opportunities.

How do you deal with the overwhelm, the worry about job security or business survival? Can you benefit from a new perspective and think differently about these emerging opportunities?

Fellow of The British Display Society, Ann English is leading the way with innovative solutions enabling others to overcome their challenges.

Ann believes EVERYTHING starts with an idea. An IDEA can change everything...

With decades of experience in design, display and successfully building businesses, Ann has delivered thousands of projects from concept to completion.

After founding The Visual Marketing Academy™ she recently discovered Visual Merchandising is in her DNA. Three generations of trailblazing women have helped retailers boost sales by thinking differently.

In the 1930s Ann's Grandma won first prize for the best shop window display in the market town of Hexham, Northumberland. Visual merchandising was valued for breathing life into the High Street. Winners were chosen by the most footfall. She simply painted her whole shop window black. Except for a little peephole at eye level. Her idea created intrigue as people queued down the street to see inside.

In the 1950s Ann's Mother worked for Phipps Ironmongers in Hexham. The Amazon of its time, the owner wanted everything displayed in the window. Instead, Ann's Mother curated a display of Pyrex® ovenware. Sales went through the roof. The owner gave her a pay rise and the Pyrex® Sales Manager offered her a display job at HQ.

In the 1980s Ann carried on the family tradition creating window displays for The Body Shop franchisees. Then for 25 years at Centre Design Ltd she designed, managed and installed large scale Christmas displays and experiential tableaus for all the major UK shopping centres and Euro Disney Resorts. Ann's claim to fame is she created The Metrognomes characters for Metrocentre, Gateshead.

Since 2013, Ann has founded her own business, Create Intrigue. Training independent retailers, entrepreneurs, and consultants to apply Visual Marketing™ strategies to grow their business.

Ann is also the creator of VisualDoodles™ which ignite ideas and brand stories.

Her TEDx talk, The Clarity Quest™ is about navigating roadblocks to transform your ideas into reality. Through her Vision Mapping™ process, she coaches others to overcome overwhelm, gain clarity, focus and direction to take impactful action to realise their vision. How do you change your perspective? - Why not access tried and tested strategies, and learn from real life success stories?

Take a closer look. You are invited to unlock a FREE letter from The A-Z of Visual Marketing™ online training course (launching this Spring) Scan QR Code or visit: <https://bit.ly/3KI0aNN>

2022 is full of opportunities if you know how to CREATE INTRIGUE.

Get in touch and connect with Ann English FBDS

Insta <https://www.instagram.com/createintrigue>

hello@annenglish.co.uk

<https://linkedin.com/in/annenglishcreateintrigue>

Watch Ann's TEDx talk 'The Clarity Quest': <https://youtu.be/sbRdfeUWI30>



3 generations of Ann's family and shops in Hexham, Northumberland (1920s, 30s & 50s)



Window display design idea for The Body Shop (1980s)



Design & Display Manager at Centre Design Ltd (1988 – 2013)



Create Intrigue with The Hand Dyed Shoe Company

©Copyright 2021 Ann English

ANN ENGLISH
CREATE INTRIGUE

26 IDEAS FOR YOUR BUSINESS
THE A-Z of VISUAL MARKETING
TO CREATE INTRIGUE & INCREASE SALES
WITH ANNENGLISH.CO.UK

ALL ABOUT VISUALLY COMMUNICATING YOUR BRAND PRODUCTS, SERVICES & STORY

Brand clarity & consistency

COLOUR IMPACTS YOUR BRAND AND YOUR

GO GLOBAL THE VIRTUAL WORLD OF HIT HAVE BOUNDARIES

EXPERIENCE IN-PERSON & ON-LINE

FOCAL POINT WHAT DOES YOUR CUSTOMER SEE FIRST?

IMAGINATION IS THE MOST VALUABLE SUPERPOWER

JOURNEY MAP THE STEPS CUSTOMERS TAKE OFF & ON LINE

IT'S ALL ABOUT YOU ZOOM BACKGROUNDS

WELL

IDEAS BOOK

#VISUALDOUBLE™

Free training
← SCAN ME
To unlock a Letter

The A-Z of Visual Marketing™ Online Course by Ann English

Flyvision floating display cases for Christian Louboutin shoes

Customer satisfaction is one of the main goals of our company. It's a wonderful feeling to see the sparkle in our clients' eyes when their quality products are given the exclusive presentation they deserve, and that sparkle is reborn with each new collaboration.

We are honoured to have successfully collaborated with internationally renowned shoe designer Christian Louboutin twice over the years - in 2013 and 2020 - and welcome him back as a returning partner.

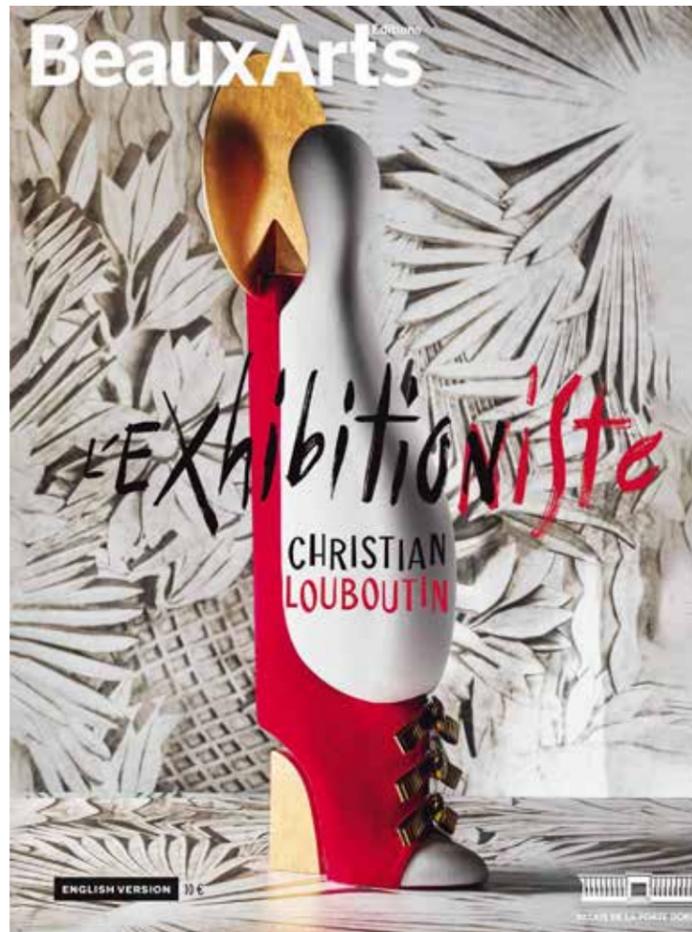
We received first a men's and then a woman's shoe from our client. But not in one part, but in pieces! For both shoes, our client requested that the layers of the shoe be displayed separately by Flyvision® levitation in a closed display case, so that visitors could see the layers of the famous Louboutin creation.

The 'exploded mens' shoe' vitrine was displayed in Louboutin's stores in Dubai and Madrid, while the women's model dazzled the public at the elegant Palais de la Porte Dorée museum in Paris as part of an exhibition of Christian Louboutin's work. It was no small challenge for our team to display the layers of the shoes at the right distance and angle from each other, so that all the elements corresponded to the way the floating technique worked.

In both cases, the Quantum vitrine was chosen in collaboration with our client, taking into account the conditions of the showroom and the built-in exhibition installation. The entire interior of the display case was illuminated with full light LED lighting, and the outer mantle, which is visible in the shop area and reflects it, was covered with a mirror. The oversize showcases were carefully prepared and transported to the site by Flyvision's special transport vehicle.

We are delighted that both projects were successful for our client and that our magical Flyvision® showcases supported their exclusive brand promotion as a unique, personalised presentation tool.

www.flyvision.hu



Looking for a career in Visual Merchandising?

A successful career in visual merchandising and display design starts with a certificate of achievement awarded by the British Display Society

**BDS Certificate in Display
& Visual Merchandising**



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

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

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

Distance learning

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

No fixed start date

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

Flexible payment options

- Pay in full - £475 **SAVE £75!**
- 2 payments, £250 each = £500 total **SAVE £50!**
- 10 payments of £55 per month = £550 total

Course includes;

- History of VM and Display
- Brand Identity
- Designing
- Visual merchandising - roles and techniques
- Visual merchandising in detail
- Window Display
- Mannequins
- Signage and graphics



Enrol today at www.bdsonline.co.uk

Does your company supply the Retail or Visual Merchandising industry?

**MANNEQUINS · SHOP FIXTURES · SIGNAGE · GRAPHICS
DISPLAY PROPS · STORE LIGHTING**

Then why not become a Corporate Member?

By becoming a Corporate member you will receive unlimited FREE advertising on our Social Media sites along with advertising in our VM Spotlight E-magazine which has a worldwide distribution of 1.9m people in the Retail and VM industry. It's a great way to network with others in the business, advertise and showcase your goods and services, which in turn will help the BDS promote and support VM.

The BDS is also a registered charity with the aim of promoting standards in education. We would welcome your contribution to support and maintain standards in VM and related professions.

Let's keep retail and visual merchandising alive!

Introductory Offer:

**FIRST year membership only
£150 – Subsequent years £200**

www.britishdisplaysociety.co.uk
enquiries@britishdisplaysociety.co.uk

follow us...



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



BY: HOL GROUP
Westminster furniture range which is 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
Are you an experienced Visual Merchandiser? Then apply for Associate (ABDS) £40 per annum



www.britishdisplaysociety.co.uk
enquiries@britishdisplaysociety.co.uk

follow us...



The British Display Society will be at the Retail VM & Display Show.

Visit us on the ground floor.

Check out our Student competition from our local Centres of Excellence

See you there!



**VM&
Display
Show**

5-6 April 2022
Business Design Centre
London

**BRICKS AND MORTAR
IS HERE TO STAY**

**THE RETAIL
VM & DISPLAY
SHOW 2022**

**5-6 APRIL
BDC
LONDON**

**THE SHOW THAT HAS BEEN USED
BY RETAILERS AND SPECIFIERS
FOR OVER 30 YEARS FOR
INSPIRATION, PRODUCTS & IDEAS**

**MANNEQUINS - PROPS
CHRISTMAS DECORATIONS
FABRICS - ARTIFICIAL PLANTS
DESIGN - PRINT - 3D PRINT**

**SIGNAGE - NEON LIGHTING
POS - DIGITAL SCREENS
HANGERS - BUST FORMS
GRAPHICS - FOLIAGE**

**ARTIFICIAL TREES - TOPIARY - FLOOR COVERINGS
JOINERY - WINDOW DRESSING - WIGS
FIXTURES AND FITTINGS - SHELVING - AUDIO VISUAL
POLYSTYRENE - DESIGNERS - FINISHES
& SO MUCH MORE**

**WISHING TO VISIT
REGISTER FOR
FREE ENTRY**

**WISHING TO EXHIBIT
LIMITED STANDS
REMAINING**

**WWW.VMANDDISPLAY.COM
+44 (0)1945 420068 | ENQUIRIES@RVMWW.COM**

Colour style & Fit



The other half of my business is Color Consultancy, for your home or business needs. Helping you gather all your thoughts and focus them more clearly using all the elements at my disposal. Whether its just one room, a whole house or your business, I can help you decide on everything from wall color, papers, soft furnishings to lighting. I am a non bias Color Consultant, so anything from Mylands, Farrow & Ball to Dulux and Johnsons, whatever fits in your budget. Its still early days, I have been established for a year, but am very passionate about this.

Hi, Im Kath and I run a Window / Display training and Color Consultancy business. Its a very inspirational bespoke and fresh approach to the world of visual. I can help your business grow and progress by giving you and your staff the confidence to portray your high street image, the way you imagine it. Starting from front to back. Your journey will begin from your shop window all the way to the back of your premises. Helping you see your business in a different light. I have worked in a very large company as a visual manager, for 18 yrs. Then moving on to Window prop design and installation of interiors.

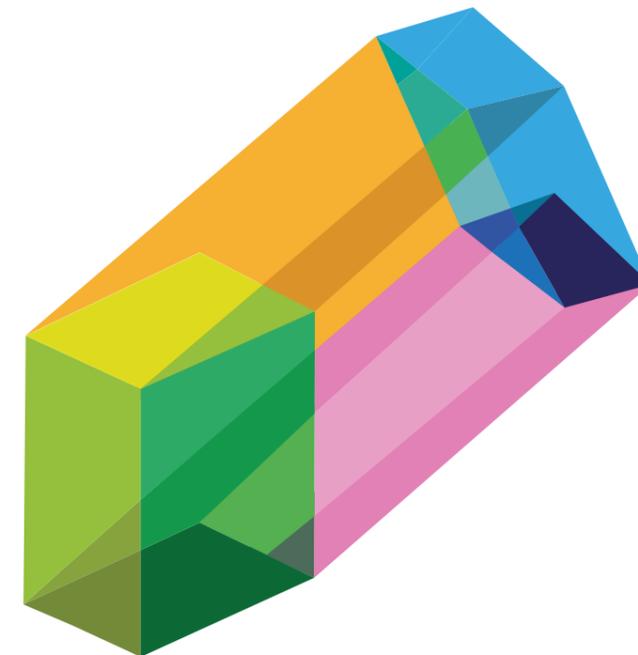


Colourstyleandfit.com
Kath2275@gmail.com



The global platform for Department Stores

RETAILING FROM THE OUTSIDE-IN



Retailing, like other industries, is undergoing important transformations characterized by changing customer behaviours, a push for omnichannel trading, digitalization at all levels, new technologies and leadership challenges.

GDSS 2022 - titled, 'Retailing from the Outside-In' - will introduce new ideas and share experiences from leading companies in retail and other industries as well as different business models. It will inspire and stretch participants' minds about what the next 'normal' might look like.

GDSS is the **world's leading discussion platform** for department store CEOs, Senior Executives and business partners to network, explore and exchange ideas.

9-10 June 2022
Seattle

Register Now
www.gdss2022.org



GDSS is organized by Nordstrom and Intercontinental Group of Department Stores

NORDSTROM



CREATING SHOPPER EXPERIENCES THAT BETTER YOUR BRAND



CONCEPTS / DESIGN / DEVELOPMENT / MANUFACTURE /
INSTALLATION FOR : RETAIL ENVIRONMENTS / DISPLAYS /
FIXTURES / RETAIL VM & PROPS

WWW.NORTHBANKS.CO.UK

HELLO@NORTHBANKS.CO.UK

+44 (0) 2079 938 066

SKISSI

a Finnish
VISUAL
MERCHANDISER

Follow:



WINDOW DISPLAYS



COOL HUNTING

"Visual merchandising
is not just my job. It's
the way I see and feel
the world around me."



STORE DESIGN



**Central London specialists
in large format print &
display graphics.**

print@thegraphicaltree.com

thegraphicaltree.com

020 7580 4405

CREATIVE DOWNLOAD

VISUAL MERCHANDISING CONSULTANCY

PRESS RELEASE

Helping retailers take full advantage of successful Visual Merchandising



In this tough market, 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, and 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



www.creative-download.co.uk

hello@creative-download.co.uk

CJR Displays

Freelance Visual Merchandiser



Our Services ...

- Visual Merchandising – we make sure that we understand your company philosophy, and target demographic.
- Window Dressing – working with clients to design and implement individual schemes. Or we can implement a pre designed scheme.
- In-store Displays – a clear consistent message is key to creating a strong brand identity.

What we can do for you ...

- For franchises in a larger store we can make sure your identity is not diluted or lost in the mix of other brands.
- Visit stores to re-merchandise and check stock presentation.
- Create a report on standards of displays, merchandising and stock levels.
- Work with department stores to negotiate window space and to implement window schemes.

Benefits of hiring a freelancer ...

- You're hiring a specialist.
- They will work until the job is done.
- Only pay for the time they are working.
- You incur lower overhead costs.
- You get the work done faster.

Contact us to see how we can help you ...

Mobile – 07801577146

Email – cjrdisplays@gmail.com



LinkedIn



CJRDISPLAYS

WE DESIGN STORES THAT

DELIGHT

ISN'T THAT WHAT IT'S ALL ABOUT?

RETAIL BRANDING + RETAIL DESIGN + VISUAL MERCHANDISING



PBROLO@VISUALMERCHANDISING.COM,GT

Alison Blatcher ABDS

alisonblatcher@hotmail.com



Verve Arvola ABDS

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

www.skissi.com



Barbara Chapman FBDS
VM Consultant

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

freelancevisualcreativeconsultant.co.uk



MDN Display and Design Ltd
Michelle De Neys FBDS
Visual Merchandising, Window Design & Install, Events, Exhibitions, Creative Consultancy,

www.mdn-vm.co.uk



Mags McAlpin FBDS

Northern Ireland's premier retail consultancy providing bespoke services and training in visual merchandising, event dressing, customer service & consumer experiences

www.creatingretailmagic.com



Pebble Brook 3D DESIGN
Jeremy Boyes ABDS

<http://pebblebrook3d.co.uk>



Colour Style and Fit

Bespoke Window, props and interior designer

Colourstylefit.wordpress.com



Iain Kimmins FBDS

Store Presentation and Visual Merchandising are the first brand ambassadors and the gate to a customer journey and experience

www.creative-download.co.uk



Silvia Chialli FBDS

Windows, VM, Store interiors / Retail Design, Exhibitions, Coaching, Training, Product Launches, Store Set-Up & Openings, Store Events, Online Consultant.

www.designcounty.co.uk



Puchero en Londres

We are the first London visual merchandising and design trends Agency exclusively for the Spanish market.

www.pucheroenlondres.com



Liz Johnston FBDS

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

E-mail: liz@strictlyvisualdisplay.co.uk



Pedro Brolo LBDS

We design all types of commercial spaces, especially Retail stores, experts in Retail branding and Visual Merchandising

www.visualmerchandising.com.gt



Kat Maclennan FBDS

Visual Merchandising strategy, VM implementation, window display design and VM training for store

www.dottodot.work



Jane Le Bon Creative
Jane Le Bon FBDS

VM Installations | Window display Events | Online styling

www.janelebon.com



Helen Goodwin FBDS

York

Learn the basic art of Visual Merchandising and Display broken down into jargon-free,

www.madeyoulookmadeyoustare.co.uk



Zaida de las Heras ABDS

Based on the psychology of sales, we will improve the image of your brand and your point of sale to increase your sales

www.zaidadelasheras.com



I am a Retail Merchandiser for an opportunistic buying platform grocery company in the USA.

groceryoutlet.com

Are you a member and not listed here?

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

So why not join the BDS today?

If you are a professional or freelancer, then Associate Membership is £40 a year





Addplus

Addplus is a world class visual interpreter of ideas into retail, with 20 years of experience in creating knock-out campaigns through window displays and in-store VM solutions. If you can think it - we can create it!

www.windowdisplay.co.za



Antalis

Europe's leading distributor of paper, packaging, solutions and visual communication products for professionals
Gateway House, Bardon Business Park, Interlink Way, Bardon Hill, West Coalville, Leicestershire LE67 1LE

www.antalis.co.uk



bbrown

Display Materials

www.bbrown.co.uk



Hol Group

A modern approach to Visual Merchandising
103 Kings Cross Road, London WC1X 9LP United Kingdom

<http://hol-group.com>

IBL Ltd.

We have over 15 years experience in the retail display industry. Our ability to understand brand recognition has enabled us to establish long relationships working with global brands and creative agencies.

<https://www.ibl.ltd.uk>



icatcha

Gill Segar

Wallasey, Merseyside CH45 6TN UK

<http://icatchadisplay.co.uk>



Bespoke Retail Solutions

An integrated retail design, display and installation agency, working with an extensive portfolio of world-leading brands. Our talented design studio and client service teams, work side-by-side with brands to create and deliver innovative and enterprising campaigns.

www.bespokeretailsolutions.co.uk



Jane Le Bon Creative
Jane Le Bon FBDS

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

Services: VM, Windows, Events, Photographic styling, Press shows.

www.janelebon.com



Creative Download

From shop fronts to window displays to interior visual merchandising, product layout and focal points around the store, Creative Download will ensure that creativity is balanced with the commercial requirements of your business.

www.creative-download.co.uk



Intercontinental Group of Department Stores

IGDS is the largest Association for Department Stores worldwide, providing support to 40 leading Department Stores around the world.

Birmensdorferstrasse 55 Zurich, Switzerland 8808

<https://www.igds.org>



Kick Graphics

Your bespoke supplier of printed display graphics and signage to the retail and commercial interior

www.kickgraphics.co.uk



Luga Baruga

Luga Baruga specialises in the manufacture and installation of ideas in the physical world. Our DNA make up boasts many years of experience in visual merchandising, brand communication, props and retail installations.

www.lugaruga.co.uk



Flyvision

Design showcases for promoting products in levitation.

www.flyvision.hu



Global Mannequins

Our focus is on delivering cutting edge quality, style and design alongside a flexible and efficient approach to all aspects of mannequins, visual merchandising and instore displays, always with your vision at its heart.

www.global-mannequins.com



G-SMATT Europe
Smart glass solutions and media facade

Unity 64 Basepoint Business Centre Tewkesbury Gloucestershire GL20 8SD

www.g-smatteurope.com



Visual Display Training

Helen Goodwin FBDS

York

Learn the basic art of Visual Merchandising and Display broken down into jargon-free, simple steps

www.madeyoulookmadeyoustare.co.uk



Mad About Design
Retail Design Agency

12 Melcombe Place, London . Postcode - NW1 6JJ. Tel: 020 3598 3138

www.themadpeople.com



Northbanks

Retail Design Agency 67 Grosvenor Street London W1k 3JN

www.northbanks.co.uk



Peluca Studio

Bespoke wig and makeup for mannequins
Mezzanine Floor, 14 Highams Lodge Business Centre, Blackhorse Lane, London, United Kingdom E17 6SH

www.pelucastudio.com



POS Factory International BV

Europe's most complete In-store Marketing, Window Display & POS specialist. Production in Netherlands with direct to store distribution to all of EU & UK.

www.pos-factory.com



Project Works London

Specialise in creative visual merchandising ideas. From concept development to production
Unit 12 Shakespeare Ind. Est., Shakespeare St., Watford, Herts, WD24 5RR

<https://projectworks.london>

BE PART OF THE INDUSTRY'S MOST EAGERLY AWAITED REUNION

CELEBRATING 30 YEARS, THE VISUAL MERCHANDISING AND DISPLAY SHOW IS THE LONGEST RUNNING AND ONLY UK EXHIBITION DEDICATED TO VM AND DISPLAY PRODUCTS AND SERVICES. INDEPENDENT STORES AND MULTIPLES ATTEND AS THEY CAN FIND ALL THEIR REQUIREMENTS UNDER ONE ROOF. THE SHOW ALSO ATTRACTS THE HOTEL AND LEISURE INDUSTRIES, MUSEUMS, GARDEN CENTRES AND BANKS/BUILDING SOCIETIES. IN FACT ANYONE THAT REQUIRES VISUAL MERCHANDISING AND DISPLAY PRODUCTS.

BOOK YOUR STAND TODAY

ON SHOW...



Shimmerwalls

We offer an extensive range of high end fabrics and products to suit a wide range of Visual Merchandising needs and style.

www.shimmerwalls.com



Sizzle Design London

Sizzle Design London

Sizzle Design London is a creative design studio and workshop specialise in Window Display Design and making Handmade Designed Pieces

www.sizzledesignlondon.co.uk



Liz Johnston FBDS

Kent, Surrey, Sussex and Greater London

My 40yrs experience covers styling windows, interiors and venues

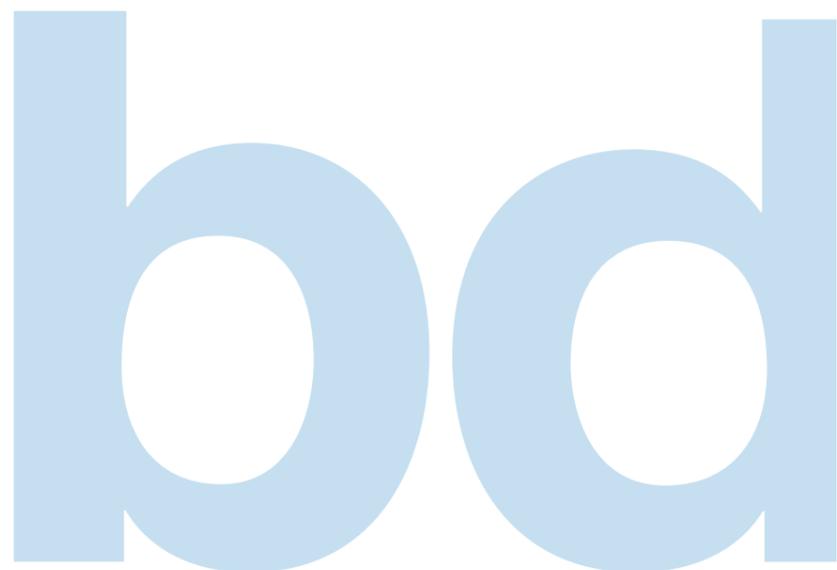
Email: liz@strictlyvisualdisplay.co.uk



The Graphical Tree

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

www.thegraphicaltree.com



5-6 APRIL 2022

BUSINESS DESIGN CENTRE, LONDON

WWW.VMANDDISPLAY.COM

+44 (0)1945 420068 | ENQUIRIES@RVMWW.COM

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
Based in: London
Website: <https://www.arts.ac.uk/colleges/london-college-of-fashion>
Email: e.stammers@fashion.arts.ac.uk
See BDS website for full biography. www.britishdisplaysociety.co.uk/about



Kat MacLennan FBDS

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



Paul Symes FBDS

Current: Design Director at Reynolds/Symes
Skills: Window Display, Brand Visual Strategy, Visual Merchandising, Retail Space Design.
Based in: London
Website: www.reynoldssymes.com
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



VM SPOTLIGHT

BDS - Representing the Visual Merchandising profession

Welcoming Visual Merchandisers
and companies to join us.
See our website for all the benefits of
membership

Lets keep Visual Merchandising alive
& kicking in this modern retail world

admin@britishdisplaysociety.co.uk

www.britishdisplaysociety.co.uk

follow us...



British Display Society

Recognising Excellence

ESTABLISHED 1947