

The British Display Society will be at the
Retail VM & Display Show 5-6 April 2022
Visit us on the ground floor.

Check out our Student competition
from our local Centres of Excellence



*Come and say 'Hello'
See you there!*

Register at: www.vmanddisplayshow.com
For your **FREE** ticket

Welcome

Welcome from the Chair

With Spring just around the corner there is much optimism and renewed vigour within the VM and Retail industry.

After a very long two years into the pandemic, there is light at the end of the tunnel. Not only has retail survived, but it is also fighting back, continuing to innovate and excite the shoppers in our shopping malls and on our High Streets.

We have certainly learned how to shop on-line and use QR codes. This is now part of our everyday life. Technology has brought new and exciting opportunities for creative brands to connect with us in ways that add value to our shopping experience.

From Department stores and independent retailers to coffee shops and eateries, these are far from extinct. They have reinvented themselves as exciting places to shop and to be seen in. We have all craved that interaction with other people during the various lockdowns.

At present there are some exciting window concepts in the London stores such as Harvey Nichols, Fortnum & Mason, through to Anthropology to Selfridges. These windows create the retail theatre that we have missed during the pandemic and new data has predicted that London's West End is set for a rapid recovery.

Here in the UK, our Queen will be celebrating her Platinum Jubilee in June. This undoubtedly will play a major part in the retail industry and increase visitor numbers to our capital city. I know that there are many stores finalising Royal themed window concepts.

Being an avid fan of Linked In I have noticed many Visual Merchandising roles being advertised which is good for the industry. Either retailers are realising that VM plays a key part in the commercial success of their business or there is a general move around of VM staff who are going onto larger and exciting roles.

As Chair of The British Display Society, I am thrilled to announce that the VM & Display Show is taking place at the Business Design Centre, Islington, London. The dates are Tuesday 5th & Wednesday 6th April. This is a very exciting time for the VM industry with so many companies exhibiting and footfall is anticipated to be high. Anything from Graphics to Window Props and Mannequins. The British Display Society can be found on the ground floor so do come along and say 'Hello' to the BDS team. In addition to this, we are delighted to announce a VM Student area which will consist of three exhibition spaces that have been given over to three of our London based Centre of Excellence Colleges. The students have been given a brief with a budget of £150. As we know, sadly many VM budgets have been cut so we must be resilient to changes and create something out of nothing to attract the passing consumer.

Jain Kimmins FBDS
Chair



Content

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Newsletter Editor

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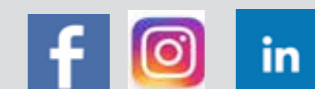
Chairman

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Copy deadline, June issue

19 May 2022
Email: admin@britishdisplaysociety.co.uk



VM & DISPLAY AWARDS 2022



The British Display Society team were invited to the VM Awards 2022 and what a great evening it was. It is the only dedicated UK event that recognises and celebrates this highly innovative and talented industry. After a two-year break due to the pandemic, it was good to catch up with so many faces within the VM industry. This year's event was held at the Leonardo St Paul's, with the talented Paul Zerdin as the evening's host.

With a good number of categories, these included:

- Best Non-Fashion
- Best use of mannequins
- Best Christmas Windows
- Best Pop up Store
- Best Christmas Interior

Despite the pandemic retail has certainly bounced back and the creativity with the concepts is superb.

The award for the most innovative person in VM went to Janet Wardley at Harvey Nichols. I am pleased to announce that Janet will be one of the judges for the BDS VM Student Competition at the VM & Display Show in April. Please do come along to the show and give your support to our VM Students and the VM industry.

Iain Kimmins FBDS
Chair – The British Display Society



Left to right:
Janet Billings FBDS, BDS Council member, Iain Kimmins BDS Chair, Liz Johnston BDS Director, Helen Goodwin, BDS Vice Chair



BDS Council and Directors

**RETAIL
VISUAL
MERCHANDISING
& DISPLAY
SHOW 2022**

5-6 APRIL 2022 BDC, LONDON

MANNEQUINS - PROPS
CHRISTMAS DECORATIONS
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DESIGN - PRINT - 3D PRINT
SIGNAGE - NEON LIGHTING
WALL COVERINGS - DIGITAL SCREENS
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ARTIFICIAL TREES - TOPIARY
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bds

British Display Society

Keeping VM in the Spotlight

The British Display Society will be at the
Retail VM & Display Show 5-6 April 2022

Visit us on the ground floor.

Check out our Student competition
from our local Centres of Excellence



**VM&
Display
Show**

5-6 April 2022
Business Design Centre
London

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See you there!*

Register at: www.vmanddisplayshow.com
For your **FREE** ticket

Technological University Dublin BDS Centre of Excellence



The VM students at TU Dublin were involved in the Ireland Skills Prelims competition. Students had two hours to research, conceptualise and draw up their designs. They then had 6 hours 45 minutes to make props and install.

This is the brief and as you can see from the images, the creativity and ideas are superb.

Client: Smythson of Bond Street

is a British manufacturer and retailer of luxury stationery, leather goods, diaries and fashion products based in London. England. They are renowned for their quirky, excellently crafted displays appealing to a high-end audience.

Brief

Smythson's are running a window campaign in their stores launching their new range of sustainable, recycled, natural writing materials. The look is a natural palette. You are designing a campaign window for their flagship store in Bond Street in London. Smythson's want the display to encourage the art of hand-writing - a thought-keeping journal to aid with mindfulness, letters to loved ones rather than sending texts or emails and to encourage creative writing.

Props

You will be supplied with props. You cannot use any other materials except paint. However, you can cut, paint, and use the props whichever way you want. You do not have to use all the props given.

Surprise prop

You will all be given one prop, which must be used in some way in the display, this prop can also be cut up, painted etc...

Product

You will all be supplied with product.

TU Dublin has been a British Display Society "Centre of Excellence" for many years.

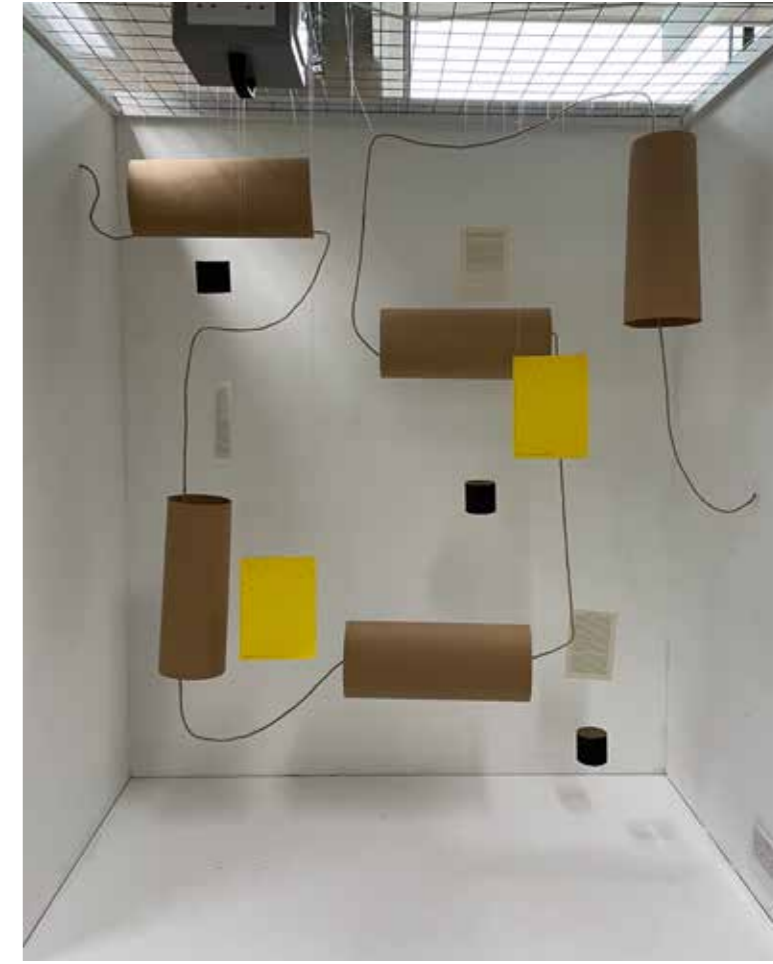
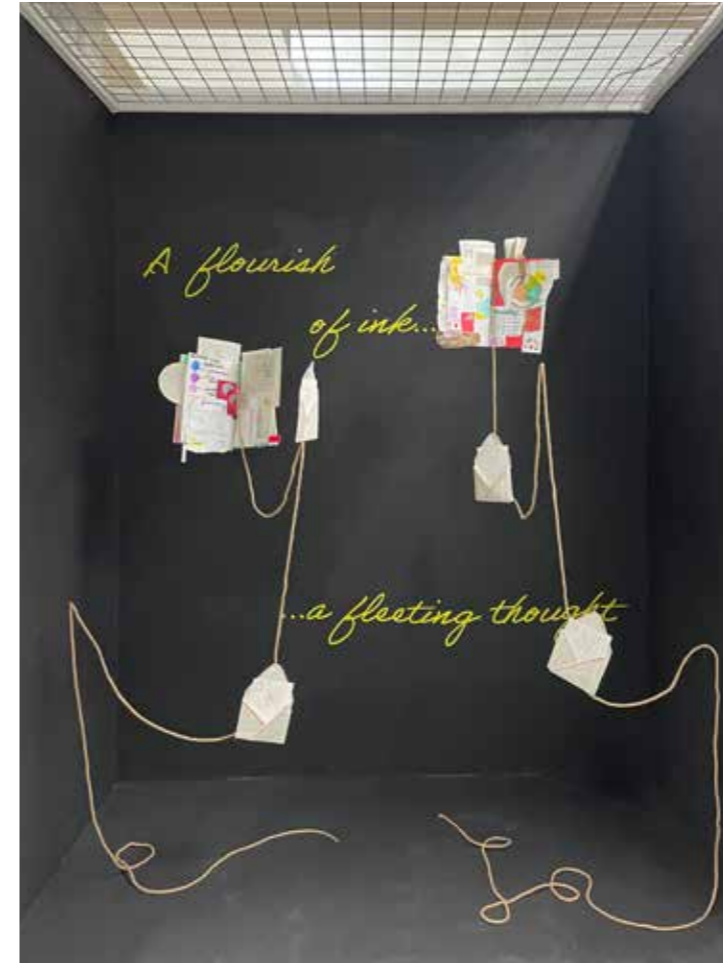
We are always very impressed with the standards, both in delivery of the course and the students' work.

It's good to know that TU Dublin is upholding the standards expected from a BDS Centre of Excellence.

If your educational establishment would like to be considered for a "Centre of Excellence" award, then do visit our website for further information.

www.britishdisplaysociety.co.uk





Izzy Goymer

Foundation Degree Visual Merchandising Student

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

I was attracted to study visual merchandising from my love for fashion, digital design and graphic design. Visual merchandising incorporates both areas, as well as photography, which enables me to build on areas I am passionate about. I have always been keen on creating aesthetically pleasing displays and digital designs, therefore the FdA Visual Merchandising course at Hertford Regional College, validated by the University of Hertfordshire was the perfect step for me and my creative career.

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

Despite the increase in online shopping and digital marketing, I believe there will always be an important place for visual merchandising. In store shopping gives customers an experience, and visual merchandisers enable that to happen as well as keeping the high street alive. After the effects of Covid-19 and lockdowns, shoppers are more inclined to get out of the house and enjoy the freedom of shopping!

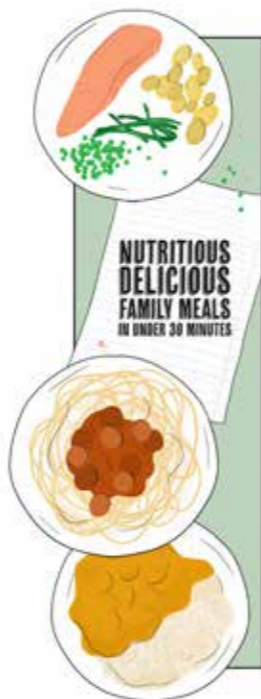
Now that you are coming to the end of your studies, what did you find most valuable to learn regarding VM? Something you will always remember and want to share with others.

The most valuable lesson I have learnt throughout my studies in visual merchandising is to think outside the box. Striving to impress the audience through display and other visuals increases sales which, at the end of the day, is the goal. I will definitely remember this throughout my career and always push myself to wow an audience.

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

My plan after graduating the FdA Visual Merchandising course is to gain full time employment in a head office as over the duration of the course, I've come to realise my skills lie more in the digital sector of VM. I would like the role to be preferably within fashion as it is what inspires me the most and allows me to feel and be the most creative.

We are proud to publish your work in the next issue of VM Spotlight. Please tell us a bit about a project. What was the brief for the project? For this project, I had to create a new concept for Tesco promoting either High Fat Sugar and Salt or Back to School. Working with the Tesco Space, Range and Merchandising team, the live brief enabled me to gain industry experience. The concept had to be adaptable to all stores, including Tesco extra and express as well as online and across social media. The concept needed an exciting name, graphic applications, colours and most importantly originality.



What was your thought process behind your solution?

The concept I created for the live brief was promoting healthy eating, preparing Tesco for the law regarding HFSS which comes into place October 2022. My concept was named 'Nutritious, Delicious Family Meals in Under 30 Minutes'. It consisted of meals which were healthy, freshly cooked at home but most importantly quick and easy for busy families. I created pre-chopped vegetable bags and pre-mixed sauce/spice packets to ensure the meals were simple to make as well as recipe cards which shoppers can pick up and follow. I wanted the concept to stand out amongst other meal deals therefore focussed heavily on the graphic applications.

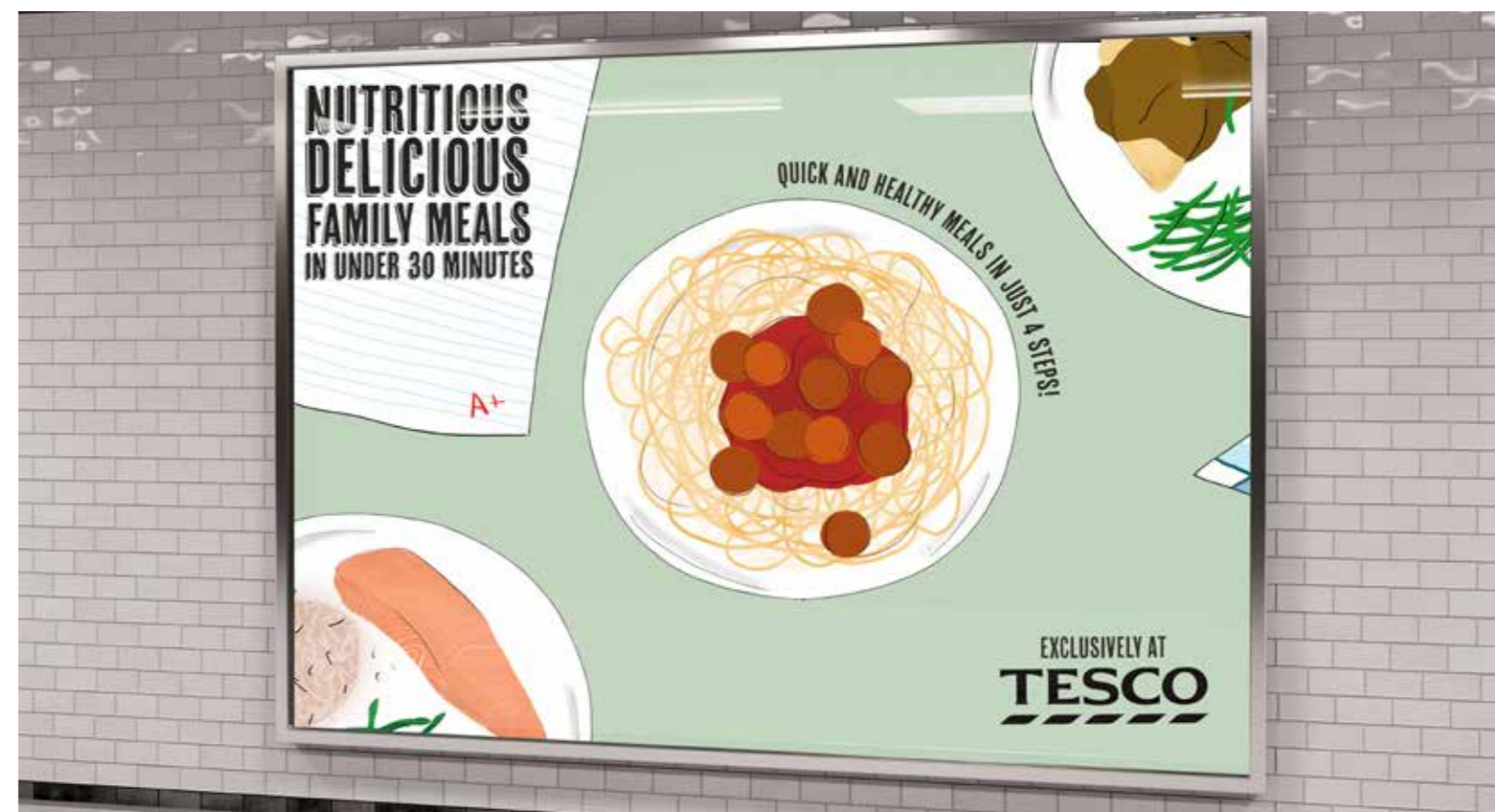
What did you enjoy most about the project?

The thing I enjoyed most about this project was that I was working on an exciting, live project with such a big company – I did not feel like a student! I got an insight into what a career in this creative field could look like and I loved it. Besides enjoying the industry experience, I also loved creating the concept and bringing it to life.

What was the most challenging part of the project?

I found the most challenging part of this project to be designing the layout in store. Like everything in visual merchandising, the customer must be the focus as you want to drive sales. It was challenging having to decide where products should sit and where abouts the concept should be in store, along with making sure all safety procedures are followed.

Here is my Instagram account to view my creative work @izzygoymervm



Erin Rumens

Foundation Degree Visual Merchandising Student

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

I have always been a creative person and when I was little, I loved to make and create things. So, when I was in secondary school, picking my options, I chose dance and photography. I then went to Harlow College where I studied UAL Level 3 Extended Diploma in Art and Design. During my study of Art and Design, several of my projects included many aspects found and used within visual merchandising and store design which led me to researching university courses based around those topics. This is when I found the Foundation Degree in Visual Merchandising, validated by the University of Hertfordshire, and delivered at Hertford Regional College. The FdA Visual Merchandising programme has allowed me to learn other important elements such as real life skills, such as working with clients, work placement/experience such as Ikea and live briefs opportunities, are a vital part of growing as a student and future employee.

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

I believe that visual merchandising will always be relevant and needed in the future of the retail industry. I understand that as a society digital marketing is one of the most successful practices in the business and captures an audience those physical displays may be neglected. However, I don't think digital marketing can produce a successful campaign without the use of VM and physical compositions for people to experience. Retail design is about selling products to the best of its abilities and customers need to experience the way a product is used. Covid-19 is a prime example of traditional visual merchandising reviving itself, after a year of online shopping it build up the anticipation of being able to walk in a shop and buying something, stores needed to grab the attention of shoppers with new and exciting displays.

Now that you are coming to the end of your studies, what did you find most valuable to learn regarding VM?

Something you will always remember and want to share with others.

One of the most valuable things I have learnt over the course of two years on the FdA Visual Merchandising course is that "it's not about the end result it's about the process in which you got there." You need to show your thoughts and reason behind why you did what you did and how you came to that final decision.

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

My plan A is to look for full time employment, I have recently been offered a placement at Space, Range and Merchandising team by participating in a live brief set by Tesco Head Office, who knows if I impress them potentially could turn into full time employment. I have also been looking at internships in creative and design roles. However, if this does not happen my plan B is to continue in education and complete a Bachelors Arts Degree in Visual Merchandising, Styling and Promotion subject to validation by University of Hertfordshire offered at Hertford Regional College this September 2022.



Please tell us a bit about your project. What was the brief for the project?

This project was a live brief set by Space, Range and Merchandising Tesco Head Office. The task was to create a campaign that would be based around either Back to School or HFSS (high fat, salt, and sugar). For the brief I chose HFSS, the UK rise in obesity is becoming a large problem and the percentage of children becoming obese has risen significantly over the last 5 years. This was one of the main inspirations behind my project and its final outcome.

What was your thought process behind your solution?

The design solution I created for my project was a campaign aimed at children and their parent/carers and the concept name was 'Healthy Eating'. The product was a sign that would be displayed in a section of the Tesco store. The signs were inspired characters and mascots. My characters were a mixture of fruits and vegetables with names, faces, arms and legs that told customers about what they were, the benefits of having them in their diet and recommendations of what they taste good with. My thought process behind this concept was to tackle obesity and I had to start by targeting the younger generation and educate children on healthy eating and advised them with examples of healthy eating. Sometimes parent/carers struggle to get children to try new foods which is why I researched characters and cartoons so that children are more likely to try a new thing if it's familiar to them.

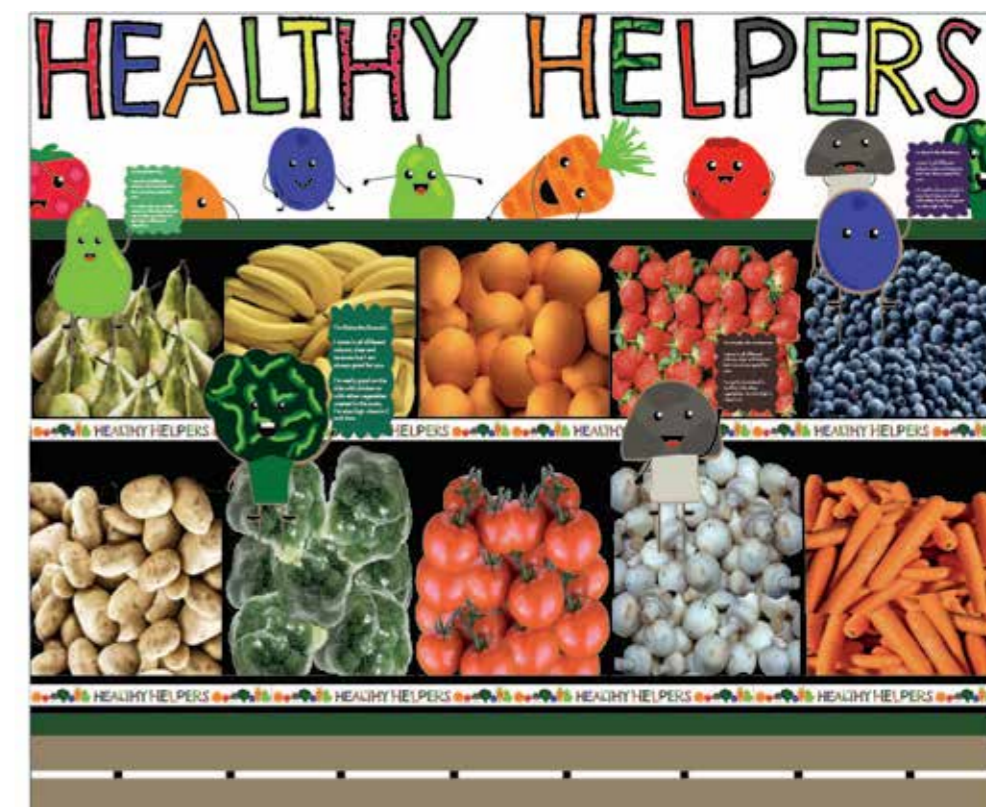
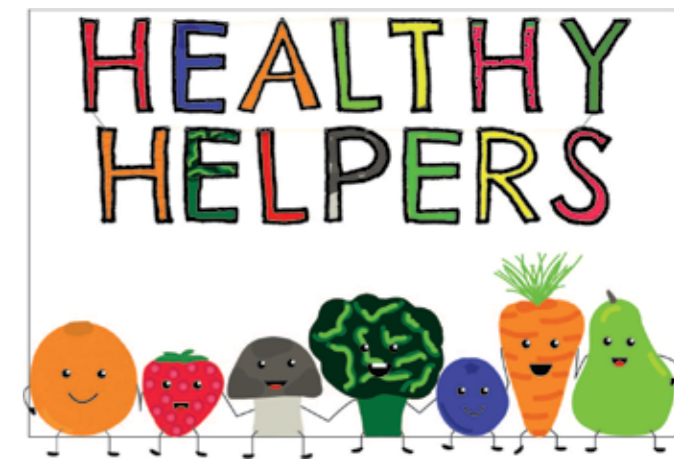
What did you enjoy most about the project?

I really enjoyed the digital side of this project. Being able to create the graphic applications, characters and the campaign to help me to understand how to create a promotional concept based on what the client wanted.

What was the most challenging part of the project?

One of the most challenging parts of this project was creating a promotional concept that works over many multi channels such as online, instore, bus stops, ticket strips, floor stickers, banners and billboards etc. A good design should be recognised and can be adapted to a variety of store sizes as well as online content.

Here is my Instagram account to view some of my work @ERVVM





Croydon

On a recent visit to an Ikea store (Croydon, UK), it was inspiring to see the in-house VM team bring a whole new energy and vibe into creating excitement and retail theatre at the store.

Gone are the days when merchandise was stacked high on pallets as you shopped the store. Now as you journey around the store, each department has a strong focal point to entice you to shop and give you a memorable shopping experience.

"Unbox the true potential of your home" is the strapline for this Pop Art concept featuring simple everyday merchandise such as buckets, mops and laundry tubs. This certainly makes a wow impact!

Pop art is an art movement that emerged in the United Kingdom and the United States during the mid- to late-1950s. The movement presented a challenge to traditions of fine art by including imagery from popular and mass culture, such as advertising, comic books and mundane mass-produced objects.





Croydon

Following on from the VM site at the entrance of the store, when customers reach the Laundry/Home Care section of the store, they are met with this great 1950's American laundrette Pop Up area.

This is such a simple and yet very effective concept with a pink painted wooden structure complete with washing machines, 1950's signage and even a male mannequin suitably dressed.

As we know, Visual Merchandising is all about creating retail theatre and giving the customer a memorable visit to a store. This Pop up laundrette is something that customers will always remember.



Petter Pharmacy

Oversized butterflies made from MDF were the main display props in this Mother's Day concept at Petter Pharmacy in Crouch End.

Sheets of 9mm MDF from a local timber merchant were cut down to size in the studio and simply covered in butterfly wallpaper purchased from eBay. Using the same wallpaper, smaller butterflies were cut from 5mm Foamboard and covered. It just proves that you don't need a big budget to create retail magic.

On the fixed shelving units in the windows, brands such as Sukin, Neals Yard, Heathcote & Ivory were showcased using the pyramid grouping method.

Once again, it is great to receive feedback from customers, whether in the shop or just passing by. It's good to know that these two 5m windows are catching people's attention as they go past Petter Pharmacy. Customer's love a bit of retail theatre with ever constant changing windows.

Most of the window concepts for the rest of this year have been organized, and we are now busy finalising Christmas 2022!

www.creative-download.co.uk



Hedonism Wine

For Valentine's 2022, the design team conceptualised this great Valentine/Love concept for the exterior of the store.

Using traditional road signs with fun Valentine quotes, the concept has an unusual twist away from traditional roses and love hearts. This array of road signs certainly makes a statement outside this popular and well-known wine shop.

Established 2012, and located in Mayfair, just north of Berkeley square, Hedonism Wines is a fine wine and spirits boutique with over 1,000 spirits and 3,500 wines carefully selected by their experts.



The Conran Shop

As we know, Visual Merchandising is all about creating excitement and retail theatre for customers, giving customers the wow factor as they browse.

Your shop/store needs to be a fun and exciting place to shop. It will give customers an excellent and memorable shopping experience, something they cannot find when shopping on-line.

On a recent visit to The Conran Shop in fashionable London's Chelsea, the Spring Summer 22 campaign had been launched. With the great use of the simplest of props - traffic cones. This certainly is an eye-catcher for consumers coming to the store.

The Conran Shop is the home of considered design and curated living. Offering a unique and distinctive blend of design classics and future collectables its innovative edit has inspired and excited visitors for generations. With a heritage spanning nearly 50 years, the Conran Shop has established itself as a brand synonymous with all areas of design.

Responsible for revolutionising the way we live today, Sir Terence Conran's early inspiration for his retail spaces came from the continental hypermarkets of the 1950s. Innovating this ethos, each of our Stores offers a unique design-led environment and services, including same-day delivery, built to delight and inspire. Showcasing our ever-evolving edit of curated design icons and future collectables, escape the drudgery of the high street and get lost in the world of The Conran Shop.



Walk with Antalis down 'Sustainable Street' at VM & Display Show



One of Europe's leading suppliers of Visual Communication substrates will be showcasing its extensive portfolio of sustainable materials for use in retail store design, instore displays and POS at this year's event, which takes place on 5-6 April at London's Business Design Centre (Stand D10).

Antalis – a global company with its UK headquarters in Leicestershire is returning to the show this year with a stand that showcases how a wide range of sustainable materials can be used within a retail environment.

The company has been rapidly growing its range of printable display substrates that form part of their Green Star System™, a framework that considers how each material is produced and how easily it can be recycled at end of life to meet the growing demand from the retail sector and other industries.

Called 'Sustainable Street', every element of the Antalis stand – from the structural to the decorative – will be made using substrates from within its portfolio of sustainable products.

Antalis' stand will be entirely constructed using Xanita board, an engineered closed cell fibreboard manufactured from material recovered from recycled, used cardboard boxes. It is an environmentally friendly alternative to MDF and other non-sustainable materials and is suitable for a wide range of applications, including POS, 2D and 3D displays, and internal furniture. In addition to Xanita board, the stand will also be showcasing innovative and sustainable substrates for a variety of applications such as 100% recyclable:



- Lumex A – a fire rated, clear APET alternative to acrylic sheets
- Katz Display Board – a wood pulp fibre board offering high quality printability for POS small 3D structures
- Triaprint – a cost effective and environmentally friendly and recyclable alternative to the use of PVC and PUR foam boards
- Yupo Jelly – a PVC free, 100% recyclable polyester film that sticks to any flat surface without adhesive, producing graphics that are easy to apply, remove and reuse
- HEYtex Ecotex Decoflex R – a textile option deco material made of 100% recycled yarns suitable for short term outdoor use.

Furthermore, Antalis will not only be displaying their range of sustainable substrates for traditional POS and display applications but will also showcase materials from their Coala brand that support the transformation of internal environments through interior decoration and upcycling.

Coala Interior Film, is amongst the products which will feature on the stand, and is a collection of aesthetic self-adhesive finishes, which create the illusion of raw materials without the complexities of traditional construction. With over 470 easily applied film finishes available, from wood, leather, marble and stone to metallic, glitter, fabric and solid colour categories, the options are endless.

Visitors to the stand will also see Coala Windows Décor, their latest addition to the range offering the opportunity to enhance glass elements with decorative or colourful film, alongside Wallstar Digital and Coala WallDesign wallcoverings. Whatever the requirement, the Antalis range offers solutions to enhance, change or update any retail environment, allowing the quick, convenient and cost-effective reinvention of spaces, display and promotional activity.

Claire White, Specification Consultant at Antalis comments; "We are positive that the Antalis stand will both inspire and excite visitors to the possibilities of a more sustainable future for visual merchandising and display."

You will find Antalis' Sustainable Street at stand D10.

For more details and to register, visit <https://www.vmanddisplayshow.com>

For further information on Antalis go to www.antalis.co.uk



INA KESS

The Swiss cozy niche



INA KESS is a young Swiss luxury lifestyle brand. Questioning why fashion needs to be uncomfortable, Isabelle and Katharina Staub, two sisters from Switzerland, founded the brand back in 2015, aiming to offer women clothing staples that look and feel great. Moving from premium athleisure to more fashionable, edgy styles and modern office wear the brand has enjoyed growth and success establishing itself since then as a niche among female sophisticated customers.

INA KESS has more than 50 long term partnerships globally, and is available in boutiques, store in stores and pop ups. Located a bit further from Zurich's busy shopping streets, the INA KESS Flagship store is a luxurious, airy space of modern elegance, where hype music, rustic furniture, and open spaces merge with golden details. Each store visit resembles a by appointment shopping experience. With its pastel colours, cozy textiles, and home furniture (two coffee tables, lamps and large plants), the clean look of the marbles and golden framed mirrors, the store feels like a living room where guests feel welcome and enjoy a treat while shopping: espresso, prosecco, sparkling water, a piece of premium Swiss chocolate.

In the middle of the store hangs a large chandelier, as a symbol of luxury. Dominating colors are pale rosa, gray, beige, and the daylight on sunny days. Clothes are divided in golden racks neatly based on colour and style. The two bright and large fitting rooms on the ground floor are across the room; looking up and front you see the stairs leading to an office room on the upper floor isolated by a glass door. In the background an enlarged INA KESS logo catches the attention.

Depending on the collection, the theme or the event, the flagship store occasionally transforms to an Italian scenery, a Raclette Stube, an urban space with electronic music, until it takes its classic look again, the same you find in all stores of the brand across its partners (Alsterhaus, Globus, Jelmoli, KaDeWe, Oberpollinger). To be in an INA KESS store feels the same as wearing the brand, classic classy, comfortable but niche



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

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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 FREE in the VM Spotlight magazine
- The opportunity to have your work published on our Facebook page
- Use of the BDS Membership Logo for your publicity, stationery and social media.

So join The British Display Society TODAY!

Are you a VM Student? Then apply for Student Membership £20 per annum
Are you an experienced Visual Merchandiser? Then apply for BDS Membership £40 per annum



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Q & A

DO YOU ONLY OFFER DESIGN SERVICES?

No, we are a full turnkey agency. In fact, one of the things that our clients admire most about us is that we can deliver a project from concept, all the way through to its installation (and removal, in some cases)!

WHERE ARE YOU BASED?

The countryside is our home and the natural landscape fuels our creativity! We're based in a beautiful converted barn on the outskirts of Leicestershire and we love it. Our central location makes it possible for us to travel to key retail destinations with ease - especially to London where we carry out most of our work.

WHAT INSPIRES YOUR DESIGNS?

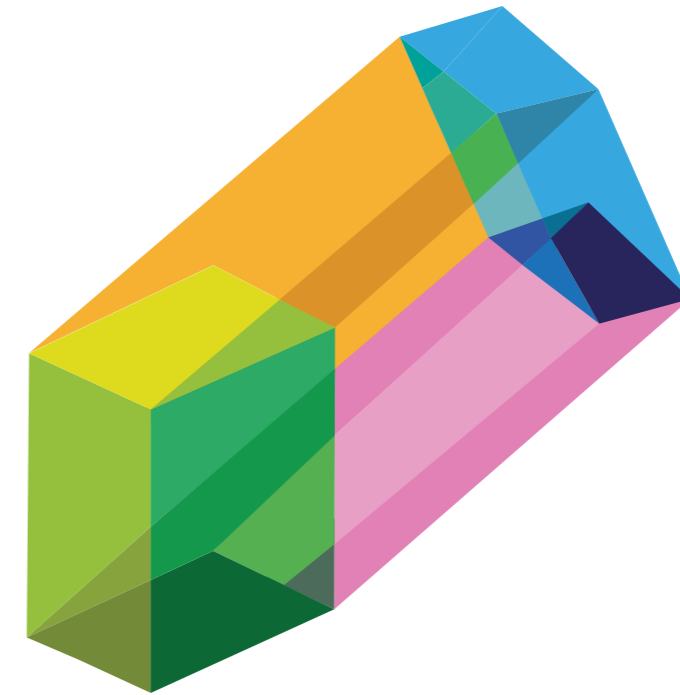
Our design studio is bursting at the seams with talent that consistently creates stunning retail designs, but it is our industry insight and commercial know-how that provides the rationale and relevance to our work. Through our creative curiosity, we gather invaluable insight that informs the creative direction.

WHAT ARE YOUR THOUGHTS ON THE FUTURE OF RETAIL?

The future of retail is experiential. The future of retail is phygital. The future of retail is sustainable. The future of retail is human-centric!



RETAILING FROM THE OUTSIDE-IN



Retailing, like other industries, is undergoing important transformations characterised by changing customer patterns, a push for omnichannel trading, digitalisation 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.

Simultaneous translation into Chinese, Korean and Japanese will be provided during all sessions.

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Seattle

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GDSS is organised by Nordstrom
and Intercontinental Group of Department Stores

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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



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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.

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Verve Arvola ABDS

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

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Barbara Chapman FBDS
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Kat Maclennan FBDS

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www.dottodot.work



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

groceryoutlet.com



Krishna Antolin ABDS

Creative consultant and retail veteran (Ralph Lauren, LVMH) specialised in reinventing commercial spaces through brand storytelling, VM strategy and

www.theinteriorscurator.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



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Made You Look! has been working with small businesses for many, many years and for the last fifteen years offered Visual Display Training courses as well as continuing to create eye-catching displays and atmospheric spaces within the retail and hospitality sector.

The Taster Day course was transposed during lockdown into a series of videos full of photographs, demonstrations, narratives, illustrations and loads of examples. With a downloadable workbook, you'll be looking at what you do through your customers' eyes. The art of display broken into six, jargon-free steps and from the comfort of your own home and at your leisure. And of course, a greener option too!

To find out more about the Course Curriculum & to buy click [here!](#)



1. Message
2. Location
3. Know Your Customer
4. Inspiration
5. Basic Display Rules
6. Housekeeping



Visual Display Training



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Liz Johnston FBDS

Kent, Surrey, Sussex and Greater London

My 40yrs experience covers styling windows, interiors and venues

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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

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