



# Welcome

## Welcome from the Chair

With our Queen celebrating 70 years on the throne, many retailers around the country have installed window concepts reflecting the Queen's Platinum Jubilee. Not only will there be many celebrations happening in the U.K with various street parties, but it will also be a boost for the retail industry.

The June issue of VM Spotlight features stores such as Fortnum & Mason in Piccadilly and Harvey Nichols in London's Knightsbridge, who have installed superb and quite different concepts.



Following the successful VM & Display Show in April, we are still receiving membership applications. If you work in the VM industry then why not sign up for membership which is just £40 a year. It's a great way to network with others in the industry and it helps the BDS promote and support the industry. All members, whether they are an individual or a Corporate Member, have the opportunity to showcase their work on our Social Media sites as well as in the VM Spotlight magazine, which has a circulation of 1.9m readers! So, you never know who is reading VM Spotlight.

As the colleges come to the end of their term time before the summer break, the BDS team are busy making visits to our Centre of Excellence Colleges. We have been invited to judge the various End of Year Student Competitions and to see the student exhibitions. This is such a great opportunity for the BDS team to see the creativity and imagination from the student mood boards through to the final concept or window display. The next issue of VM Spotlight will be published in early August and this issue will showcase some of the students' work.

Once again, our Graphics Team have compiled another great issue of VM Spotlight, so grab a coffee, sit down and enjoy the June issue.

*Iain Kimmins* FBDS  
Chair

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### Newsletter Editor

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

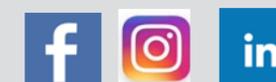
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### Chairman

Iain Kimmins  
Email: [iain.kimmins@britishdisplaysociety.co.uk](mailto:iain.kimmins@britishdisplaysociety.co.uk)

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# Hertford Regional College

I was joined by Liz Johnston, a fellow Director, to view the end of term exhibition at Hertford Regional College in Ware.

As we walked down the corridor the main exhibition hall viewing the various mood boards of previous students work, we knew we were going to be in for a surprise.

The projects were varied from Versace at H&M through to The Met at Harrods and Earthly Essence, the student exhibits did not disappoint us. It is clear that all these students have such potential and creativity for the retail sector.

Well done to Liliana and her team for their commitment and drive in ensuring the high standards of VM presentation at this exhibition.  
Iain Kimmins FBDS



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



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



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



**Foundation Degree Visual Merchandising**  
**LUCY MARIE-LYNDA DEDMAN**  
*'Versace at H&M Home'*

This project is a homeware collection collaboration with H&M and Versace, bringing lavishness and comfort at an affordable price. This collection embraces fine fabrics that include famous Greek patterns with a touch of gold and elements such as glassware, china and soft furnishings. To promote this campaign, hand-crafted cotton fabric examples were made as well as merchandising with a luxury aesthetic.

*Destination // National Design Academy*  
*BA (Hons) Interior Design*



**Foundation Degree Visual Merchandising**  
**ERIN RUMENS**  
*'The Met at Harrods'*

This project is a fashion-based installation designed for Harrods, inspired by the Met Gala and its 2018 theme of Heavenly Bodies: Fashion and the Catholic Imagination. This theme explores religious iconography and the influence of fashion throughout history. Using key components of the Catholic Church a stained-glass window inspired by 'best dressed' Blake Lively and her Met dress was composed. The aim is to bring this element of American opulence and theatrics to London's fashion scene.

*Destination // Seeking full-time employment*  
*Visual Merchandising sector*





**HERTFORD  
REGIONAL COLLEGE**  
UAL COURSES AT WARE CAMPUS

**Foundation Degree Visual Merchandising**  
**FRANCESCA CHARALAMBOUS**  
*'Festival Fever'*

This project is based around women's festival wear for Pretty Little Thing. It's aimed at women aged 16-25 who take an interest in fashion and festivals. This project is inspired by Spring/Summer 2022 trends and colour themes. With the negative impact of the Covid-19 pandemic, festivals were put on hold for 2 years, making 2022 the year for their revival. This makes the festival wear clothing market bigger than ever. This 'Festival Fever' campaign has been promoted on social media and online via the Pretty Little Thing website.

*Destination // Seeking full-time employment*  
*Visual Merchandising sector*



**HERTFORD  
REGIONAL COLLEGE**  
UAL COURSES AT WARE CAMPUS

**Foundation Degree Visual Merchandising**  
**IZZY GOYMER**  
*'Whispers in the Library'*

This project is based around a new fashion collection for online retailer Nasty Gal. This academic inspired collection combines traditional university preppy style with chic, trendy fashion. 'Whispers in the Library' uses neutral colour palettes to bring a fresh new edit to Nasty Gal for Spring/Summer 2022. Nasty Gal is an online retailer, therefore this pop-up display allows customers to explore the collection by looking and feeling the items before purchase, increasing Nasty Gal's sales. To promote this collection and pop-up display a lookbook has been designed to show the pieces styled.

*Destination // Full-time employment*  
*Visual Merchandiser Marks 8 Spencer*





**Foundation Degree Visual Merchandising**  
**SARAH HUBBARD**  
*'Earthy Essence'*

Earthy Essence is a window design and platinum space that has been created for the department store Liberty. Earthly Essence is a sustainable interiors collection for home fragrance diffusers. Inspired by bohemian summers, the window design creates an environment with the use of home fragrance to create a sense of wellbeing and an ambiance of bringing the outside in. The platinum space has been designed with a bespoke floral installation for a vintage bohemian feel. The design compliments Liberty's identity with its background in arts, culture and an offering of luxury, eclectic yet contemporary brands.

*Destination // Full-time employment*  
*Visual Merchandiser John Lewis*

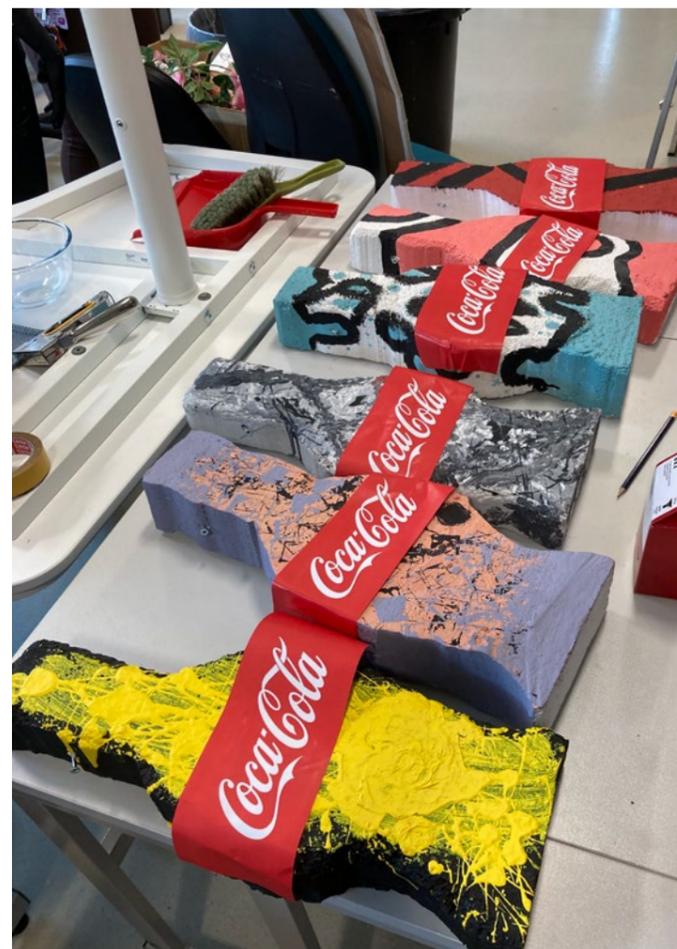


**Foundation Degree Visual Merchandising**  
**UAL Level 3 Art and Design (Visual Merchandising)**  
**SARAH HUBBARD / SIENNA ORLANDO**  
*'Earthy Essence'*

The window display has been created for the VM and Display Show 2022. This was a student competition to work on a live brief for the British Display Society. The brief was to create a sustainable, high summer collection. The brand we have designed is for Liberty's high summer collection of homewares. The design has been inspired by Bohemian summers and bringing the scents of the summer from the outside in. Working collaboratively to bring the design to life we created a large installation using recyclable, sourced and natural products. This is accentuated by the luxury eclectic mix of homewares to complement the brand.



After viewing the exhibition, we put our heads around the door of the classroom/display studio. It was good to see a hive of activity with students working away at their computers, mock-up windows and props being prepared for a window.



I was invited along to the college with Helen Goodwin (Vice Chair) and Gill from Icatcha Design & Display to judge the end of year VM Student exhibition. Also on the judging panel was Martin Kerridge, Deputy Principle. Icatcha Design & Display is a Corporate Member of the BDS.

The students had to design and execute a new commercial retail premises using a simple piece of merchandise from teapots, lampshades to the humble pair of scissors. From their research they developed a brand identity, designed a shop frontage on creating visuals of their retail outlet through to designing business cards and establishing social media sites.

The students' work was outstanding, starting from the thought process/research to the final execution. The students were very passionate about discussing their projects with the judges. The attention to detail was meticulous and it was great to see such creativity. These students are definitely the future of visual merchandising within the retail sector.

In addition to this, the two BA students were awarded Highly Commended for their retail concepts.

Thank you to Collette, Angela and Pete for inviting us and we look forward to working with you in the next academic year to support the students and to promote the college.

Iain Kimmins - FBDS  
Chair - The British Display Society

Student:  
Sarah Byrne

Concept: Snip

Strapline:  
Snip, cut and shape your way  
to perfection!

Merchandise: Scissors



Student:  
Lydia Ward

Concept: Happy Sundaes

Strapline:  
With a cherry on top!

Merchandise: Sundae Glasses



Student:  
Charley Grant

Concept: Fuddy Duddy

Strapline:  
Made with Love

Merchandise: Aprons



Student:  
Shauna Kinsella

Concept: Illuminate

Strapline:  
Beam Happy

Merchandise: Lampshades



Student:  
Jade Ward

Concept: Anyone For Tea

Strapline:  
The Art of Tea

Merchandise: Teapots

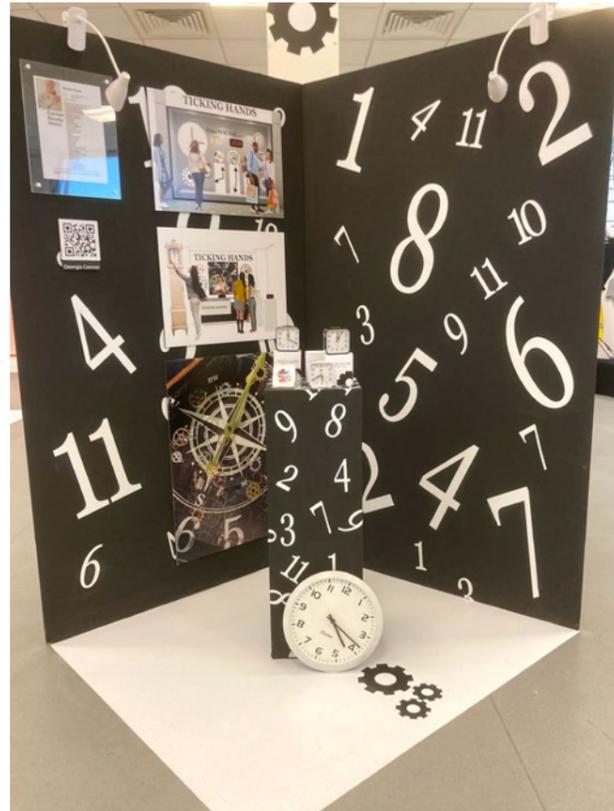


Student:  
Georgia Connor

Concept: Ticking Hands

Strapline:  
Time Will Tell

Merchandise: Clocks



B.A. Student:  
Isaac Harrington

Project: SRA (Smart Rescue Apparel)

Merchandise:  
Active outerwear with  
supporting accessories.



B.A. Student  
Helen Middleton

Project: V13

Merchandise:  
Spray on Vitamins, gym wear merchandise, and gym accessories



Barbara Chapman FBDS talking to

Nina Tillett, owner and Creative Director Minki Balinki

Q1.

Tell us about your career path leading you to this industry and how you ended up at this point with Minki Balinki. Also could you explain how you came up with the quirky name for your company?

A1.

I studied three dimensional sculptural textiles at Loughborough College of Art and Design and whilst on the course I did some work experience there where I worked on a project using hundreds of metres of gold fabric and thousands of small acetate squares ranging from pale purple to a blood red, which I sat for three weeks-sand Kimball-gunned on to the gold fabric.

I then went to view my work once it had been installed in a Harvey Nichols window for the launch of a perfume brand. I stood in front of the window and was, "Wow, this is what I want to do!"

As a child we always used to visit London and see the Christmas windows at Selfridges, Harvey Nichols, Harrods and Fortnum & Mason. The wonderfully creative installations were totally captivating but I never thought that for one minute this was something that I would actually do, but obviously I did!

I graduated college and I was in the top tier of awards for new designers at Osborne and Little. I did a research and development collection and my work was featured in some international textile and creative reviews across a few publications.

At the New Designers exhibition, when you are a winner, you are put onto a special stand and I had heard that Janet Wardley at Harvey Nichols had seen and liked my work there and I just thought "Well, let's try to get it in front of her and show her my collection," so that's exactly what I did. I walked out of that meeting with my first commission for the first out-of-London Harvey Nichols store in Leeds in its atrium space which was amazing.

My second commission was working with a concept designer on a Louis Vuitton store opening in Osaka Japan and my third commission was for Dickens & Jones on Regent Street.

This journey has led me to where I am today. We have over 24 years experience in this business and we have done over 1000 jobs, in fact maybe even closer to 2000 now.

My first commission was in 1996. Then in 1998 I set up my business account and in 2001 I realised that this was actually a viable business and that was when I named the business Minki Balinki.

Minki Balinki originated from a collection of moments. I used to take a herb called ginkgo biloba. I also love the words and the onomatopoeic repetition and the fact that it's a bit intriguing and you don't really know what it is. It's very original.

I wish the story was that it was the name of my imaginary friend as a child, but honestly it did come about by authentic origination.

Q2.

Can you tell us more about how Minki Balinki works and the types of projects it takes on?

A2.

Someone once said to me that my problem was that I liked a challenge a bit too much but actually that has served me very well over the years because when we look at projects, we think 'How can we do that?' Problem solving is at the heart of what we do.

I have both a mathematical and highly creative brain, so we get a lot of projects come along that are more challenging to work out because we think, "Ok, so how do we do this?" We work things out and we find ways around problems. We are not afraid to be challenged!

We do incredibly well and we have done so for many years but there are companies that excel in the more creative problem-solving moments who can find brilliant and successful solutions. I would say that we are definitely one of those companies and I feel very proud to say that.

I think that our comprehensive portfolio of work speaks for itself through the hugely successful window designs and product launches that we have worked on.

Q3.

What's the biggest project that Minki Balinki has undertaken? Can you tell us more about it?

A3

Wow! When you say big, what do you mean? In terms of rollout or in terms of size or how many locations it goes to? This is a difficult one. I mean we've often worked on massive projects but I would like to talk about the most precious, if maybe because the biggest isn't necessarily the best! We're talking large in size, we once built a 27m high wall in Santander's head office that was pretty big. We also built a 17m x 4.5m copper hoarding for Levi's with 75,000 Levi buttons hand-placed, so that was quite large, I guess. We've also done over 450 stores across three brands for Christmas. Also single projects with over 80,000 components in one project alone.

Personally, for me, it's not about the size. It's about results and the visual impact. It's also about the excellence of the design. It's about the quality of the execution, that's the important thing to me. If I'm honest, I probably have about six really precious jobs that have meant a lot to me over this 24 year period.



Q4.

How do you assess the success of a project with your clients? Eg. Feedback? Sales figures? Footfall? or Press coverage etc? Can you give us examples?

A4.

For me, success is obviously happiness and good client feedback. Success is also me walking away and thinking, "Yes, that was a good job" and "Yes we have achieved success". It's so difficult to gauge results in just sales figures and footfall alone. My ego does not require press.

I genuinely want to walk away knowing that we have given everything that we could to making visual excellence and communicate our clients' vision successfully.

Q5.

How have you seen the way that the industry works change over the last two years of the pandemic?

A5.

Well, what happens when the proverbial hits the fan is that everybody tries to do everything and that is not successful.

At Minki balinki we had just got back from New York fashion week when the pandemic hit and we were due to install windows in Harrods and Harvey Nichols and they got cancelled overnight - just like that. After three weeks of pattern cutting for the NHS and cutting fabric for scrubs we eventually closed. It was a very strange time but we viewed it as a gift to giving ourselves a rest.



Q6.

How did your company adapt to Covid restrictions and were any of those processes so successful for your business that you still have them in place?

A6.

Our studio is in the countryside so there aren't many people around but we followed protocol and adapted accordingly.

Q7.

Minki Balinki have recently become corporate members of the BDS, and we are so happy to have you on board. What benefits would you say the society contributes to your business?

A7.

As we are new members of the British Display Society, I am looking forward to exploring those possibilities. For me, what I'm more focused on with the British Display Society is the connection that they have to cultivating and nurturing the future generation. I am interested in communication with the younger generation of display, visual merchandising and creatives, and what we could possibly offer them in terms of input, support, encouragement and education, so that's exciting to me. We were all students at one time and it's so important to bring people in and to build confidence and to offer advice and support and I believe that's what the British Display society really believe in.



Q8.

How do you see the industry adapting and coping in the next 12 months after retail being effected so badly.

A8.

The industry will undoubtedly adapt and cope. We are creative people and therefore, ultimately believe in what we do and it will always stand steady.

Q9. What's your favourite project you've ever worked on? Tell us more detail about it and why it's your favourite?

A9.

After 24 years in this business that is an extremely difficult question. I have a couple of favourites actually. I'm lucky enough to say that I have tons of them in fact.

I don't know, what's your favourite project Barbara? (She has me here, I don't think I could name just one either after 40 years of designing windows. Probably about five actually!)

Early on in my career it would be the haberdashery Christmas at Harvey Nichols and the Levi's hoarding. Around the middle of my career was Shoe Heaven at Harrods and technicolour ology at Selfridges. Finally, the exterior cladding mirror extravaganza at Mappin & Webb (you can see this on our front cover) Louis Vuitton in Osaka, Japan fashion week and New York is always a good one too. I could go on but I would feel like I was being a little self indulgent.



CREDIT:  
LOEWE HARRODS

Q10.

What does the future hold for Minki Balinki?

A10.

Continuing to create Visual excellence and interpret projects that drop onto my desk. Making is at the heart of Minki Balinki and figuring things out; also not being afraid. Personally, I love cladding the exterior of buildings. It offers more expression and less restriction for us and for a brand. We have never been fixed to one output. We like to look at each project individually and enjoy the creativity that they all bring to the table, but ultimately long live Minki Balinki! Yeah, we're aiming for 50 years. Lol!

I want to thank Nina so much for taking time out of her busy schedule to chat to us. I look forward to seeing the continuing bright future of Minki Balinki. The girl with a million ideas in her head!

By Barbara Chapman FBDS

07718334337 <https://freelancevisualcreativeconsultant.co.uk/>



# Technological University Dublin BDS Centre of Excellence

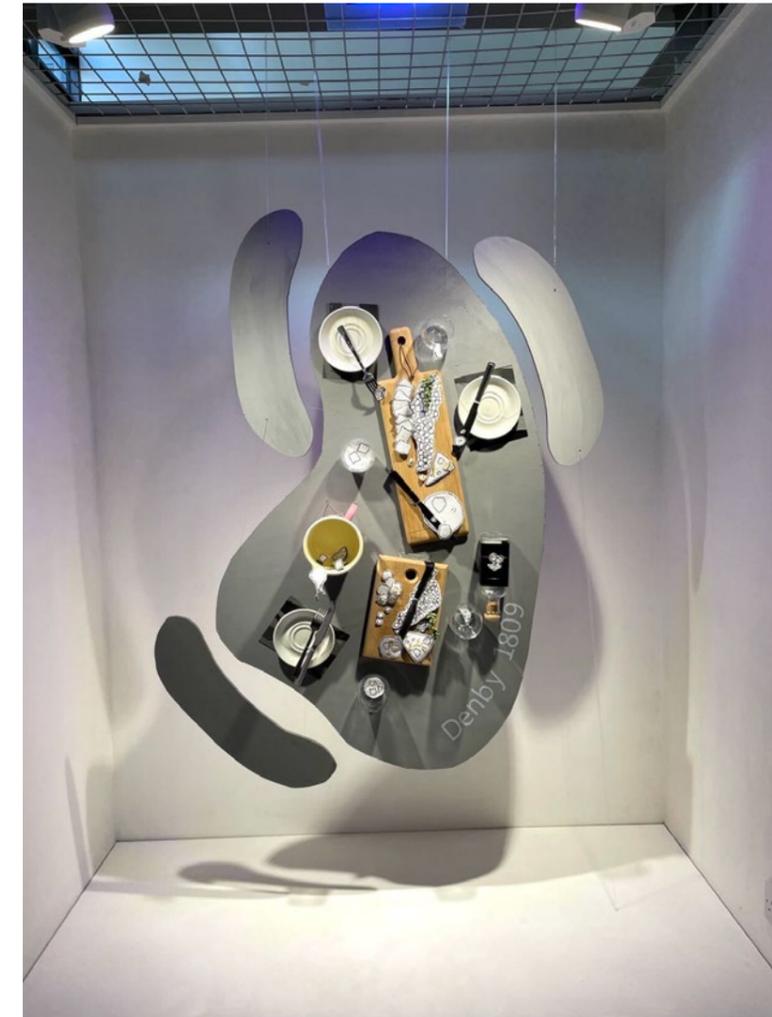
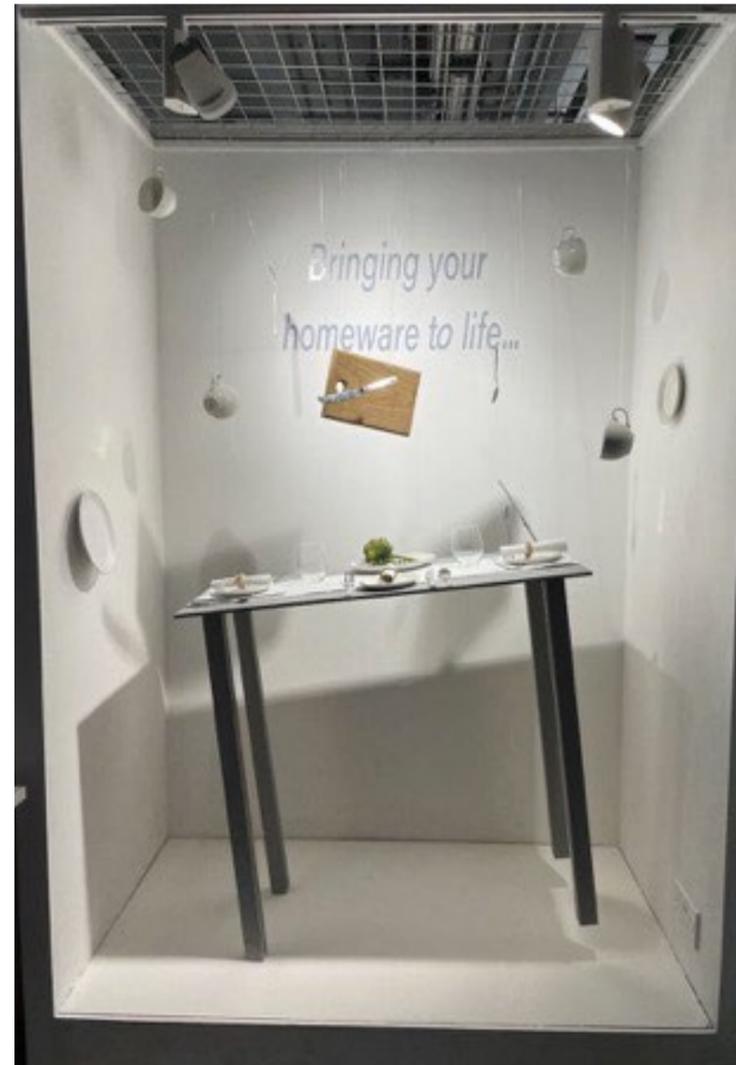


The IrelandSkills competition for Visual Merchandising was recently held at TU Dublin.

Congratulations to the four competitors who made it to the finals: Sarah Geraghty, Kayleigh O'Toole, Ella Munroe and Zhen Gao.

It was a very close result! The winner was Sarah Geraghty with her plan view of the organic shaped dining table. Well Done, Sarah, a fantastic achievement and we hope that Sarah will represent Ireland at WorldSkills Shanghai 2022 in October.

Kerry Meakin  
Lecturer and Consultant in Visual Merchandising,  
LBDS, MIDI  
TU Dublin



# STEEN & STRØM 1797

In 2022 Steen & Strøm is celebrating 225-years. We have undergone years of changes and challenges but have always ensured that we have adapted to the changing landscape, resulting in us becoming the longest, still trading, luxury department store in the world.

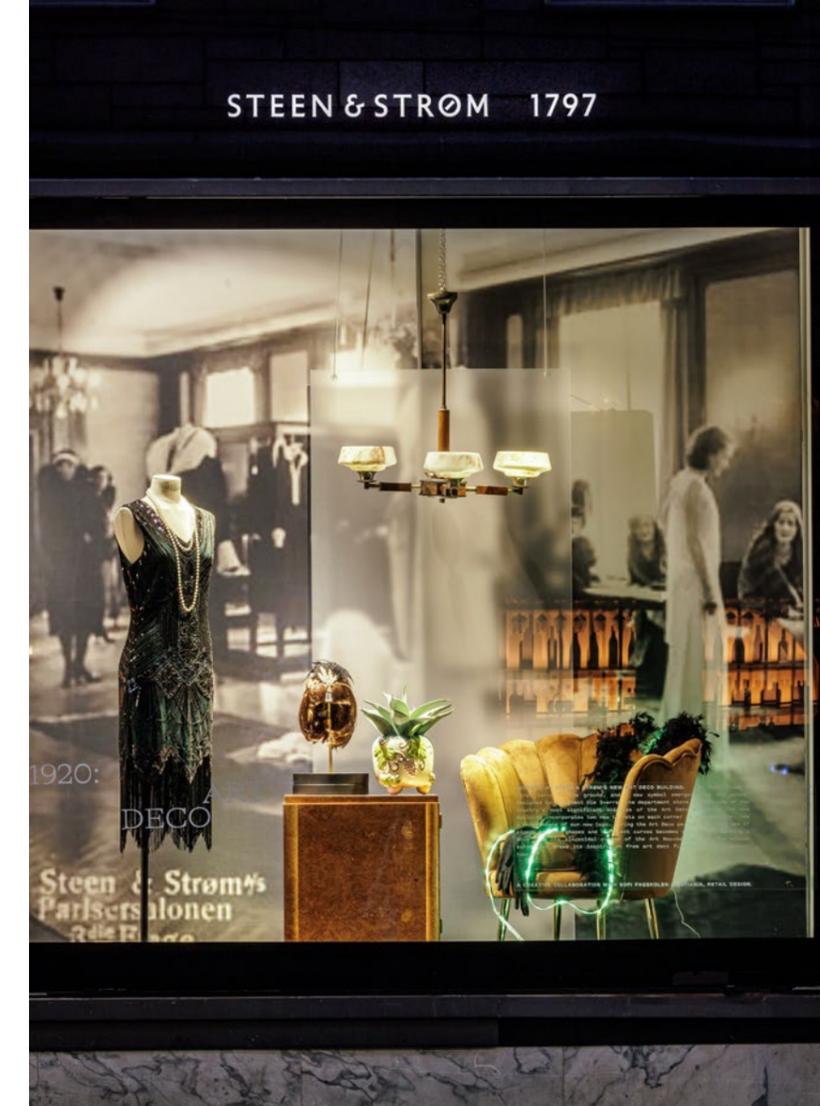
Steen & Strøm is "The Original Influencer" and has a long tradition of being Oslo's central meeting point. Annually we host more than 2 million visitors.

We seek to maintain our position at the intersection of practice and forward-looking fashion and lifestyle. Inclusive and aspirational, Steen & Strøm is a destination mixing inspiration with the ease of a one-stop-shop.

Steen & Strøm's 225th anniversary will be celebrated from May until mid-August.

The celebration will take shape through window displays created by students from Retail Design at Fagskolen Kristiania, a capsule collection designed by Norwegian designers in-store exhibits, and events.

The celebration is to be felt by everyone visiting the historic department store, and we hope you will join us in celebrating Steen & Strøm is the destination for what's new and next since 1797.



## Jashanmal – Dubai

In late March, I had the opportunity to visit a client in Dubai to oversee the installation of Ramadan concepts. While the Jashanmal stores are in shopping malls, there are no specific windows, so VM sites were created as a strong focal point at the entrance to the stores.

At Dubai Festival Shopping Mall, we had permission from the Mall Management to create a Pop-Up area in the main walkway just outside the store. This island fixture was originally designed for a Christmas concept, but with clever lighting and new graphics we were able to re-use this fixture in order to keep costs down.



This Ramadan concept was planned with a modern twist using blue as the predominant colour with hints of gold. Lighting was added to the cubes and the graphics panel. This concept was then reflected in the digital screens around the main doorways to the many of the stores and the various digital screen within the stores.

Ramadan is a holy month observed each year by Muslims around the world. If you've ever celebrated Ramadan yourself or had a friend or family member who celebrates it, then you probably know that fasting is part of the Ramadan celebration for many Muslims. Similar to how Christians give something up during Lent to demonstrate their devotion to their religion, fasting during Ramadan is a very spiritual and meaningful practice for Muslims. But there are other aspects of the holiday that you might not know about. There are religious events, community parties, and other joyful events like "moonsighting" that are part of Ramadan. People also take time during Ramadan to pray, reflect and connect with others in their community.

Another trip is currently being planned as Jashanmal are expanding the number of 'bricks & mortar' stores. A new store is currently being planned for a new shopping mall that is under construction.

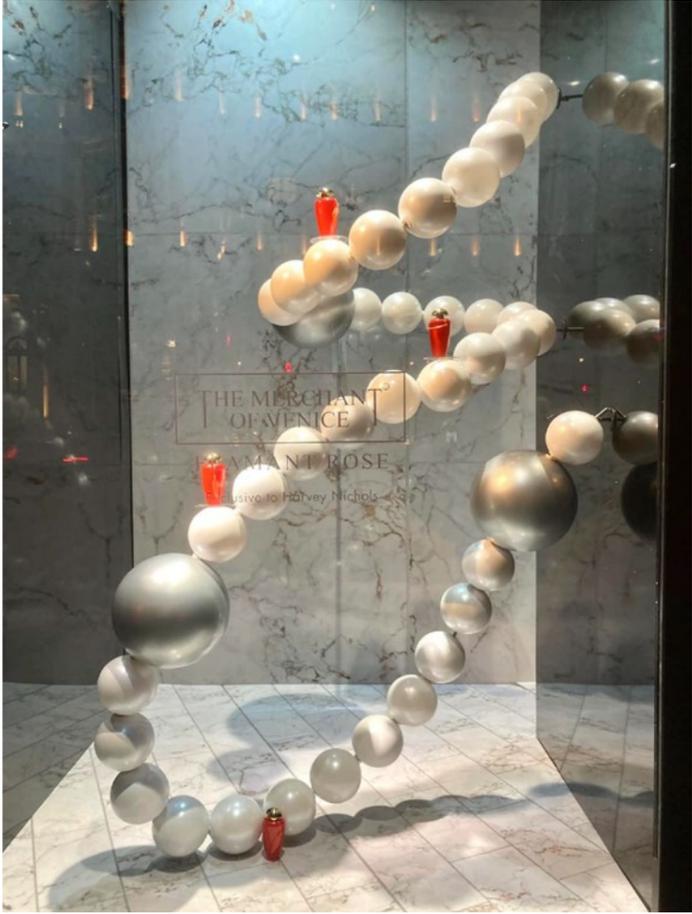
Although based in the UK, it is still possible to work remotely to ensure a clear and concise Visual Merchandising strategy to ensure a cohesive look across all the stores.



# Harvey Nichols London

Mega Creative worked on the current Harvey Nichols windows concept. They worked alongside the in-house teams to create pearl inspired windows to celebrate the the Queen's platinum jubilee .

Every pearl was hand-sprayed and threaded onto metalwork to create the allusion to a life-size free-flowing necklace. Each window gives a subtle theme of tea, rose, swans and pearls. Quintessentially British items that are synonymous with Her Majesty, all ready for the coming celebrations.



## Loro Piana Sloane Street, London

I always take time out from my busy schedule to walk around areas such as Knightsbridge, Kings Road, Oxford Street, Regent Street, Piccadilly and Bond Street. It's a great way to see what other retailers are doing in terms of store windows and in-store visual merchandising.

Call it Comparative Shopping if you wish, but I feel that we all need to keep abreast of trends, concepts, colours etc. These windows at the luxury brand Loro Piana in London's Sloane Street caught my eye. Walking past the store in the evening, the rich colours of banners stood out.

Originally from Trivero, a district in north Italy famous for textile production, the Loro Piana family started as merchants of wool fabrics at the beginning of the 19th century. In the second half of the 19th century, the family moved its activity to Valsesia and founded the Lafificio Fratelli Lora Campagna, followed by Lanificio de Quarona de Zignone & Co at the beginning of the 20th century.

The company now has stores in Europe, North America and Asia, totalling 178 stores worldwide.

Iain Kimmins FBDS

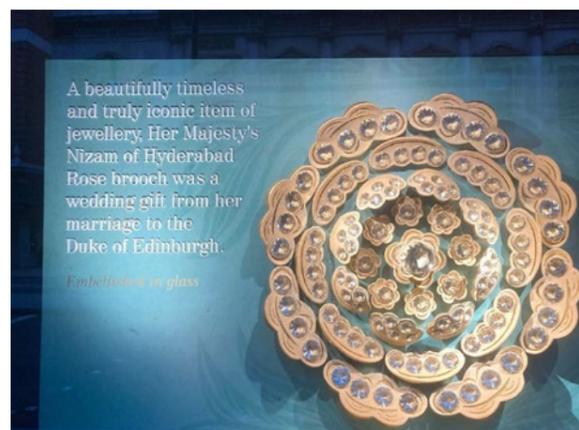


# Fortnum & Mason London

Elizabeth II is the longest-reigning of the 12 monarchs Fortnum & Mason has had the pleasure to serve.

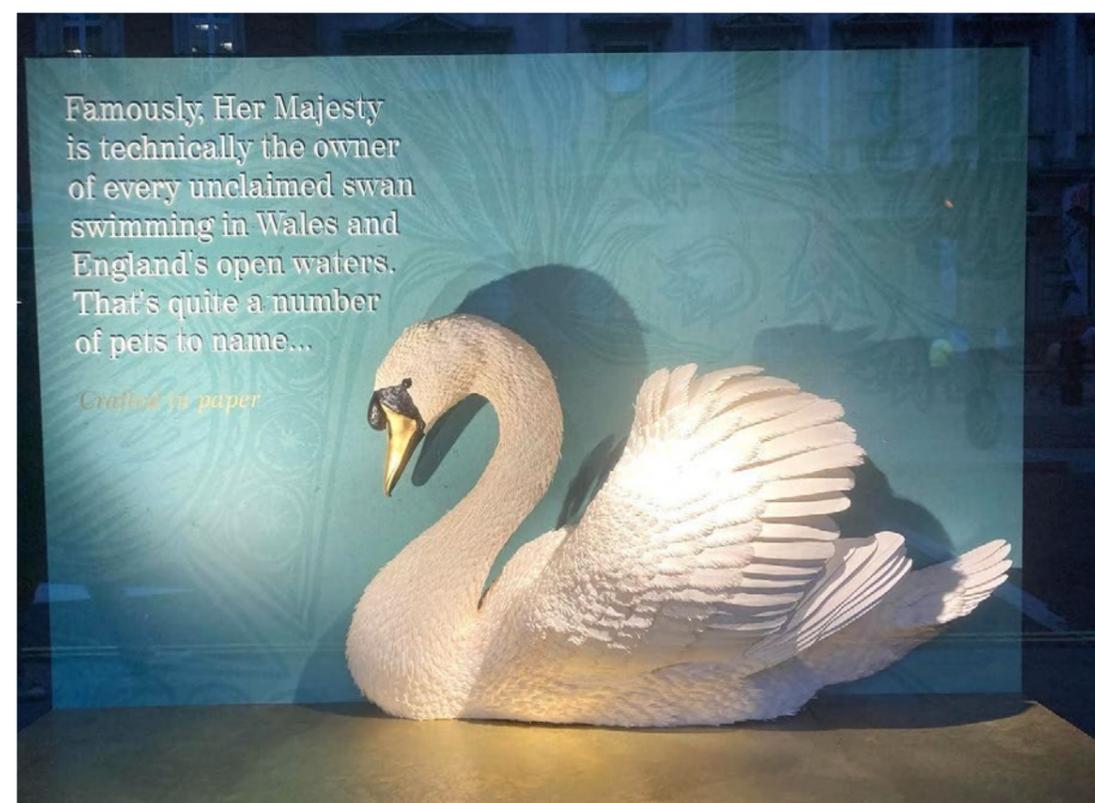
The Platinum Jubilee windows are an historic opportunity to toast Her Majesty The Queen's service to the country.

Across the store's famous windows, we're celebrating some of the passions, pursuits and anecdote that have punctuated Her Majesty's reign.



A beautifully timeless and truly iconic item of jewellery, Her Majesty's Nizam of Hyderabad Rose brooch was a wedding gift from her marriage to the Duke of Edinburgh.

*Embellished in glass*



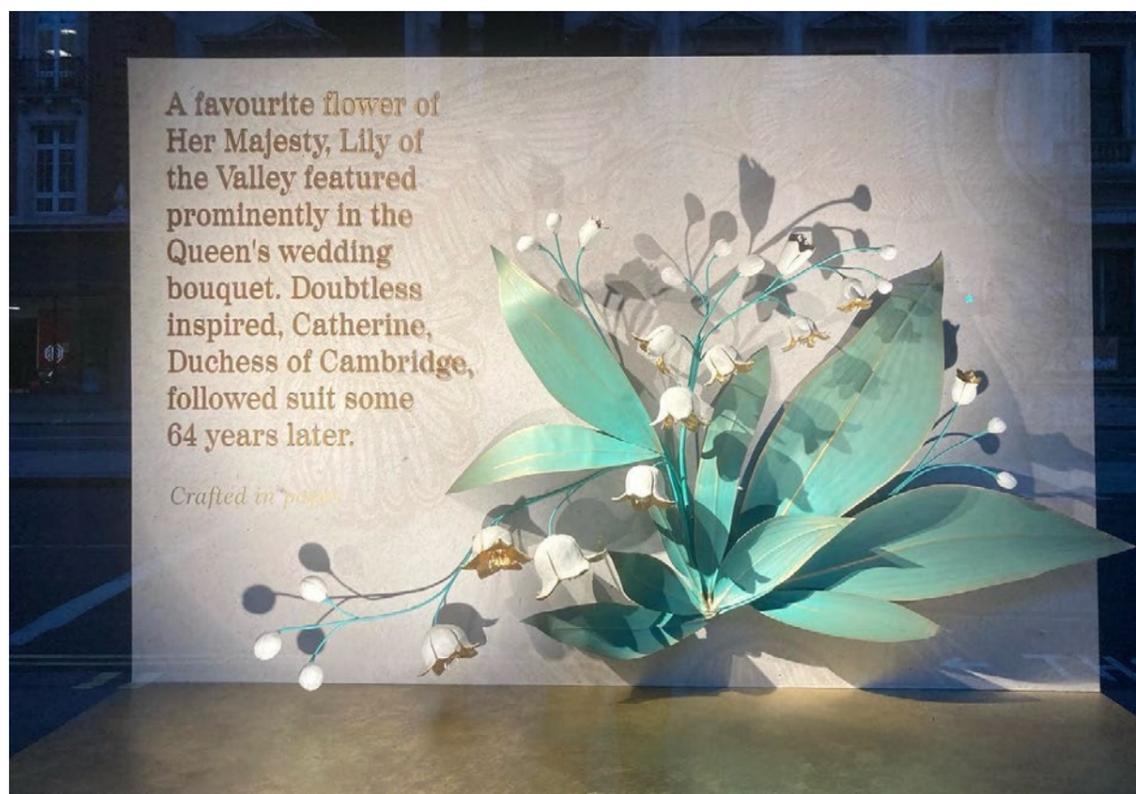
Famously, Her Majesty is technically the owner of every unclaimed swan swimming in Wales and England's open waters. That's quite a number of pets to name...

*Crafted in paper*



An epoch-defining monarch and the owner of champion horses with more than 1500 race victories, Her Majesty's love of horses began at four, when she was gifted her first: a Shetland Pony, named Peggy.

*Woven in wicker*



A favourite flower of Her Majesty, Lily of the Valley featured prominently in the Queen's wedding bouquet. Doubtless inspired, Catherine, Duchess of Cambridge, followed suit some 64 years later.

*Crafted in paper*



## Waddesdon Manor

Waddesdon Manor is both a National Trust and Rothschild heritage site in Buckinghamshire with whom I have been fortunate enough to have worked with for a number of years. An area of my work that I particularly enjoy involves designing and installing the themed decorations and displays for the Christmas House opening event each year, along with creating VM concepts for the Shops, Cafes and public areas.

In 2020 I was commissioned by Waddesdon Manor to create giant eggs for their Easter Family trail in the grounds. The brief was to create a rainbow with eggs, each individual colour needed to reflect the natural environment with flora and fauna that may be found on the estate. The giant eggs were designed to be hung in trees throughout the trail and needed to be robust enough to withstand inclement weather conditions. After each individual colour egg was identified, the end of the trail would lead to the rainbow eggs. Each egg was constructed from polystyrene and decorated with foliage, flowers and feathers in their relevant colours.

Unfortunately, the eggs did not go on public display as planned in 2020 due to lockdown and closure of the site, but this year they went on display for the first time and were enjoyed and photographed by many visitors.

Jane Le Bon FBDS

[www.janelebon.com](http://www.janelebon.com)

Jane Le Bon Visual Merchandising  
 Contact : [jane@janelebon.com](mailto:jane@janelebon.com)  
 (+44) 7775762947



*A Peace Dove Installation made from paper on display in a corridor*



*Visual Merchandising at the gift shop.*





# Yarnton Home & Garden

Welcome to the 'Snug'- Yarnton Home & Garden's newest area inspired by natural design and bohemian vibes.

Our rugs have been a long-standing bestseller here at Yarnton, so we wanted to create a little more space for them to breathe and be seen. We took our inspiration for the area from the rugs themselves. Many are made from raffia – a hard-wearing material, perfect for a busy, stylish home. Working from this, we decided to make weave a big theme here. You will find incredible woven animal heads and mecca baskets. Multi-textured summer blankets, waffle throws, cushions and more soften the look.

We have merchandised the area to make everything easy to see and shop. Industrial style hanging rails showcase our 'hero' rugs, and two raised rug piles allow customers to flip through and discover the range. Our cushions are cleverly displayed, showcased in chest height troughs. Like anything we do here at Yarnton, the area is always evolving. Stay tuned to see how the area develops over time.

[www.yarntonhomegarden.co.uk](http://www.yarntonhomegarden.co.uk)



Celia Leeson-Cox FBDS (*Head of Creative*) VM Team Jason Brown ABDS and Jo Simmonds ABDS, are all members of The British Display Society



# Haibike

Delivering a high-impact premium brand experience to build front-of-mind awareness



As innovators of eMTBs, Haibike challenged Design4Retail (D4R) to create an immersive retail destination for expert riders by executing a high-impact branded space on the mezzanine floor inside RaceCo Cycles' cycle store in the West Midlands.

It was vital that Design4Retail created a space that was reflective of Haibike's ethos and high-end product range by delivering a superior brand experience that would increase purchase desirability and preference.

Since many Haibike customers undertake research online before viewing the products IRL, the retail design agency saw it important to activate the space using technology to help customers to seamlessly navigate this omnichannel shopping journey. Upon exploring a myriad of digital options, D4R implemented tablet devices displayed on lecterns so shoppers can easily view and cross-reference product specifications, as well as digital screens displaying campaign messaging and dynamic 'lifestyle' media portraying the brand's personality.

Alongside incorporating topographical forms into the plywood flooring of the display to depict mountainscapes and their elevation, Design4Retail displayed lifestyle imagery and included biophilic design elements to help the customer to imagine the bikes in a more natural setting - evoking an emotional connection with the product in the process.

The product-centric displays use a black mesh grid framing system that not only represents the structural aesthetic of the bikes, but also creates a flexible VM solution which helps to zone the space for a more

purposeful customer journey. The 3D nature of the wall bays further contributes to the space's overall interactivity, and as customers further immerse themselves with the brand and its products, they will notice embodiments of Haibike's shark fin logo throughout the concession's design.

Together with displaying a selection of bikes and guiding the shopper from one side of the store to the other as they browse the range, a free-standing midfloor unit that sits between the opposing bays inspires customers to consider a selfie moment, working towards the brand's objective of building "front-of-mind" awareness as they share the user-generated content on their social channels.

[www.design4retail.co.uk](http://www.design4retail.co.uk)



CONVERTING KMS INTO CASH: ANTALIS RUNS FOR MIND

ANTALIS HAS RAISED AN IMPRESSIVE £2,203 FOR MENTAL HEALTH CHARITY, MIND, THROUGH RUNNING THE LEICESTER 10K.

On Easter Sunday, Antalis Packaging colleagues ran the Leicester 10K at Prestwold Hall, raising £2,203 and smashing their target of £500 for MIND, a charity who provide advice and support for mental health problems.

Ahead of Mental Health Awareness Week, which began on the 9th May, a team of colleagues from Antalis came together to run the marathon and raise money for MIND, who continuously campaign to improve mental health services and promote understanding.

Packaging Director at Antalis, Nick Thompson comments: "A very big thank you to all of those who got involved in the Leicester 10K. Not only have you done something positive and proactive for your own fitness and well-being, you have also raised valuable money for a very worthy charity."



NEW PVC ALTERNATIVES ADDED TO ANTALIS' PORTFOLIO

NEW PVC-FREE PRODUCTS ARE HELPING TO MEET CUSTOMER DEMAND FOR ENVIRONMENTALLY FRIENDLY SUBSTITUTES FOR TRADITIONAL PLASTICS.

Antalis has added three PVC-free materials to its ever-growing sustainable range, helping customers to use visual communication products that are kinder to the environment.

In 2021, Antalis outlined its sustainability commitment that aims for 75% of all visual communications products sold to be rated Green Star 3 or higher by 2030. Antalis' Green Star System™ makes it easy for customers to identify sustainable products based upon the raw materials used in manufacture and their recyclability at end of life.



Exten Opaque Polypropylene (Green Star rating: 3) is a PVC-free alternative for the production of POS and display, cards, tags, labels, stationery and much more. 35% lighter than PVC equivalents, it is 100% recyclable and at end of life can be burnt without risk of toxic emissions. The products are coated in a unique primer that extends shelf life beyond that of standard corona treated polypropylene; it also offers significantly greater opacity, making it suitable for two-sided printing using UV Offset, Digital and Screen print machines. It is available in two large format sheet variants:

- Exten Opaque 99 - gloss and satin, sheets from 400 to 850 microns
- Exten Opaque 100 - satin, has a black core for 100% block-out in a thickness of 220 microns

Mondo PET-GAG (Green Star rating: 4) is a range of high quality, clear polyester sheets, that offer an environmentally friendly alternative to thin-gauge PVC. The sheet is made up of three layers: two G-PET outer layers and an 85% post-consumer waste recycled PET inner layer. It is 100% recyclable and chemically inert.

The premium surface of Mondo PET-GAG is ideal for UV Offset, Digital and Screen printing; die-cutting; and finishing. Available in sheets from 200 to 600 microns, it is suitable for a range of POS and display applications.



Product Manager for Visual Communications at Antalis, Paul Neale, comments: "The introduction of Exten Opaque and Mondo PET-GAG gives customers even greater choice when making product selections that will reduce their impact on the environment, without compromising performance or quality. Improving our range of sign and display materials with a Green Star System™ rating of 3 or more is a key focus for us, and we are looking forward to announcing more additions to our range over the coming months".

For more information, please visit [www.antalis.co.uk](http://www.antalis.co.uk) or get in touch at [contact@antalis.co.uk](mailto:contact@antalis.co.uk)

# Petter Pharmacy

Given the success of the Shop Local campaign that ran just before the pandemic, my colleague Kim and I devised a Spring/Shop Local concept for both their flagship pharmacy store in Crouch End, London and their store in Berkhamsted in Hertfordshire.

Using green cotton fabric for the various panels, we introduced mini greenhouses which featured toiletry brands such as Neal's Yard, Clarins, and Roger & Gallet, to name a few. Display props from our studio such as potted plants, moss, seed trays and wellington boots were added to bring the windows to life.

The graphics were printed in A3 with slogans such as:

- Spring into your local pharmacy.
- Turnover a new leaf this Spring and shop local.
- Sow the seeds and watch your community grow.
- Help your community blossom this Spring.



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# Petter Pharmacy

Crouch End, London

So many UK retailers have installed window concepts that will reflect the Queen's Platinum Jubilee.

Petter Pharmacy is no exception. These dynamic windows are changed every 6 weeks and we wanted to take advantage of bringing some fun and quirkiness to these two 4m long windows.

Merchandise from various beauty brands was intricately grouped with teacups, plates and tea pots to create height and depth of each product grouping. The teacups and teapots were bought from various charity shops, and they made great window props. Union Jack paper chains and biscuits (varnished biscuits) were added to create a fun street party theme.

Corgi and Crown graphics were applied to the exterior to create retail theatre. This artwork was also printed and mounted onto foamboard panels.



# The VM & Display Show

After a 2-year break due to the Covid pandemic, the VM & Display Show was back in early April, and it was great to exhibit again.

With our history going back over 70 years, The British Display Society had a very successful and productive show with new Visual Merchandisers signing up for membership, together with a number of exhibitors signing up as Corporate Members. It was good to see so many of our existing Corporate Members exhibiting at the show. We enjoyed seeing so many familiar faces and chatting to people face-to-face. We have all missed that interaction.

In addition to the BDS stand, we invited VM students from three of our Centre of Excellence colleges to take part in a competition. This was a great opportunity for the students to network with visitors to the show as well as showcase their creative skills in the competition. The colleges were: London College of Fashion, Hertford Regional in Ware and Windsor Forest College.





## The Winners

Marco Bodi and Chia-Hung Lee from London College of Fashion.

Marco and Chia-Hung have also won work placements at Harvey Nichols.

Thank you to Janet Wardley for offering this great experience to the students.



Left to right:  
Chia-Hung Lee, Marco Bodi, Janet Wardley – Head of Visual Merchandising at Harvey Nichols, Iain Kimmins – Chair of The British Display Society, Anthony Rendall-Davis – Creative Director at The HOL Group



# VM Show

## Centre of Excellence Student Competition



### Judges:

Iain Kimmins  
Chair of The British Display Society

Janet Wardley  
Head of Visual Merchandising at Harvey Nichols

Anthony Rendall-Davis  
Creative Director at The HOL Group



Runners up Sarah Hubbard and Sienna Orlando from Hertford Regional College



### Runners up

Marlee Jobe and Isabella Hawkin  
from Windsor Forest College



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Corporate Members of The British Display Society



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**peluca**  
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APRIL 2022

AS IS DEEMED BOUND BY THE  
CODE OF PRACTICE OF THE SOCIETY

Jain Kimmins  
Chairman



Elaine Fisher  
Administration Manager

During the show, BPD Group became a BDS Corporate Member.  
BPD Group is an award winning, retail focused, visual Merchandising communications specialist.

[www.bpd-group.com](http://www.bpd-group.com)



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Minki Balinki

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APRIL 2022

AS IS DEEMED BOUND BY THE  
CODE OF PRACTICE OF THE SOCIETY

Jain Kimmins  
Chairman



Elaine Fisher  
Administration Manager

Nina, from Minki Balinki, became a BDS Corporate Member at the VM Show

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# Peluca Studio

Last month we exhibited for the first time at the VM & Display show and the response to our stand was fantastic. The stand consisted of earthy tones with a wall of wigs and a selection of mannequins and busts to exhibit both modern and vintage wigs & makeup styles. We used Association mannequins to display our more modern looks, fashion forward for today's market and we used vintage Rootstein busts to display some more vintage styles.

The show was a much-needed source of inspiration after a foggy few years and it certainly gave us the kick we needed to start thinking forward instead of backwards.

Since the exhibit we have been working on and planning new projects with our clients, some old and some new. We are ready for a creative year of new projects and are very much looking forward to putting these past few years behind us. We are always happy to welcome new clients, so please don't hesitate to reach out to our creative director Sam, at [sam@pelucastudio.com](mailto:sam@pelucastudio.com) and we can work with you to realise your hair and beauty needs for your mannequins.



# peluca studio

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

Let's keep retail and visual merchandising alive!

**Introductory Offer:**

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

[www.britishdisplaysociety.co.uk](http://www.britishdisplaysociety.co.uk)  
[enquiries@britishdisplaysociety.co.uk](mailto: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 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



[www.britishdisplaysociety.co.uk](http://www.britishdisplaysociety.co.uk)  
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follow us...

### 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!**
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- 10 payments of £55 per month = £550 total

### Course includes;

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

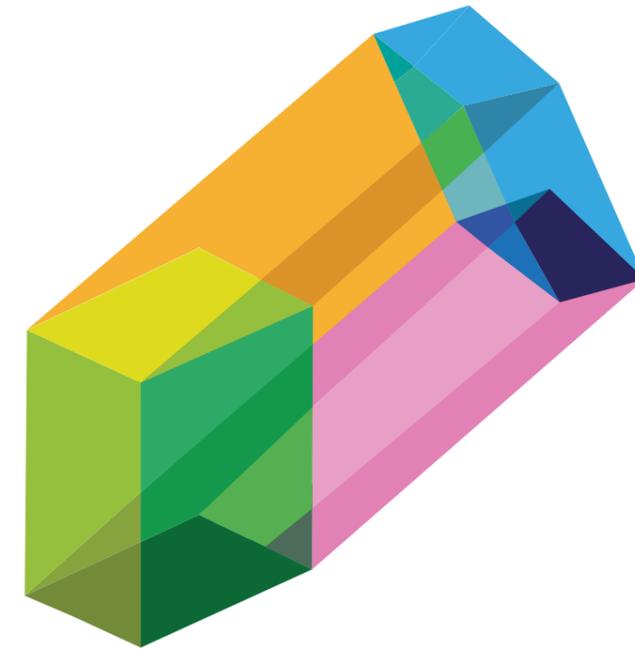
Our design studio is bursting at the seams with talent that consistently creates stunning retail designs, but it is our industry insight and commercial know-how that provides the rationale and relevance to our work. Through our creative curiosity, we gather invaluable insight that informs the creative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

**So why not join the BDS today?**

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Verve Arvola ABDS

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Barbara Chapman FBDS  
VM Consultant

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Kat Maclennan FBDS

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[www.dottodot.work](http://www.dottodot.work)



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

[groceryoutlet.com](http://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](http://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](mailto:liz@strictlyvisualdisplay.co.uk)



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**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.

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**Intercontinental Group of Department Stores**

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

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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](http://www.kickgraphics.co.uk)



**Flyvision**

Design showcases for promoting products in levitation.

[www.flyvision.hu](http://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](http://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](http://www.g-smatteurope.com)



**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](http://www.lugaruga.co.uk)



**Mad About Design**  
Retail Design Agency

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

[www.themadpeople.com](http://www.themadpeople.com)



**Minki Balinki**

Leading brand visual and merchandising and window displays

<http://www.minkibalinki.com>



# Starter Course in Display



Learn the art of Window Dressing and basic Visual Merchandising in this short course

Whether you have a long run of windows or want to group a few items together, you'll need these basic building blocks and golden rules of display to create impact and to make people stop, look, and engage with you and your message. This online course has been created with small independent shops and businesses in mind – those with little or no budget who are fighting their corner on the High Street or online.

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



## Northbanks

Retail Design Agency  
67 Grosvenor Street  
London W1k 3JN

[www.northbanks.co.uk](http://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](http://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](http://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>



## SHIMMER WALLS

### 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](http://www.shimmerwalls.com)



## SIZZLE DESIGN

### 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](http://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](mailto: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](http://www.thegraphicaltree.com)



## Thomas Mach Interiors

Colour Consulting  
Our colour expert, Thomas Mach, will visit your home or business and assist you with picking the right colours, wallpapers, finishes, and furniture to achieve the perfect look you are envisioning.

<https://thomasmachinteriors.com>

# Meet The BDS Team

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



## Director & Chair: Iain Kimmins FBDS

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



## Vice Chair: Helen Goodwin FBDS

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



## Director: Liz Johnston FBDS

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



## 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](http://www.northbanks.co.uk)  
**Email:** [john@northbanks.co.uk](mailto: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](mailto:barbarachapman2001@yahoo.co.uk)  
 See BDS website for full biography. [www.britishdisplaysociety.co.uk/about](http://www.britishdisplaysociety.co.uk/about)



## Assistant Treasurer: Nigel Fisher FBDS

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



## Janet Billings FBDS

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



## 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](mailto:e.stammers@fashion.arts.ac.uk)  
 See BDS website for full biography. [www.britishdisplaysociety.co.uk/about](http://www.britishdisplaysociety.co.uk/about)



## Kat MacLennan FBDS

**Current:** Visual Merchandising Consultant  
**Skills:** VM strategy, window design, VM training, implementation  
**Based in:** London  
**Website:** [www.dottodot.work](http://www.dottodot.work)  
**Email:** [Kat@dottodot.work](mailto:Kat@dottodot.work)  
 See BDS website for full biography. [www.britishdisplaysociety.co.uk/about](http://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](http://www.reynoldssymes.com)  
**Email:** [paul@reynoldssymes.com](mailto:paul@reynoldssymes.com)  
 See BDS website for full biography. [www.britishdisplaysociety.co.uk/about](http://www.britishdisplaysociety.co.uk/about)



# 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](mailto:admin@britishdisplaysociety.co.uk)

[www.britishdisplaysociety.co.uk](http://www.britishdisplaysociety.co.uk)

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**British Display Society**

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**ESTABLISHED 1947**