

VM & Display Show 2022

It's great to be back!



It's so good to be back!

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 so good to see so many familiar faces and chat to people face-to-face. We have all missed that interaction.

I am certainly noticing that the tide is changing for retail given the superb window concepts I am seeing in London and in our major cities, coupled with the positivity when talking to key stake holders. This is so uplifting. It was exciting to see the creativity with the various designs of the exhibition stands at the show and the inspiration visual merchandisers have with forthcoming projects.

In my own business (Creative Download) in late March, I spent 10 days in Dubai working with my client. Once again, the retail mood is very positive in the Middle East. It was good to see many great window concepts at Bloomingdales and Harvey Nichols, to name a few. It was so good to be with inspirational people who enjoy retail and visual merchandising.

Retail and Visual Merchandising is definitely on the up!

A huge thanks goes to the BDS Team worked tirelessly for two days before the opening of the show in creating a great exhibition stand and those who manned the stand during the two-day event. The BDS Management Team comprises of 10 VM professionals who, not only have their own VM businesses outside of the BDS, but volunteer their time to manage the BDS.

Our thanks goes to HOL Group, Project Works and Casa Art for the materials supplied to make a great stand!

In addition to the BDS stand, this year we featured a VM Student area, which featured students from London College of Fashion, Windsor Forest and Herts Regional College in Ware. These are BDS Centre of Excellence colleges and this was a great opportunity for the students to showcase their creativity and talent with a brief set by Barbara Chapman, our BDS Tutor.

The student area certainly created a buzz with visitors and our students enjoyed talking to visitors about their work.

As we move forward, I feel that 2022/23 is going to be a very exciting time for retail worldwide. There are just so many visual merchandisers whether they specialise in Fashion or Home/Gift/Interiors, and it's great to see their creativity and passion for the industry.

See you next year:

VM & Display Show
Business Design Centre
Islington, London
18th – 19th April 2023

Jain Kimmins FBDS
Chair BDS



Serving the Visual Merchandising Industry worldwide

Established in 1947 the British Display Society was created to encourage and promote the highest standards of Visual Merchandising design and display installation throughout commerce, industry and indeed wherever display techniques were utilised. This embraced many different applications - Retail Windows, Point-of-Sale Display, Exhibitions and Museum Displays. Across the years the Society has constantly maintained its professional standing and adapted to changing times within both education and within the retail world it seeks to service and enhance.

The British Display Society is both a membership and educational organisation that ensures VM remains a recognised profession that is alive and kicking in a modern retail world. The BDS recognises excellence in delivery of VM education and also provides our own distance learning courses.

Former BDS students work throughout the U.K. and indeed throughout the world as display managers, college lecturers and consultants. Many are engaged in the related fields of sales promotion, Point-of-Sale display manufacture and exhibition design. Some practise as freelance designers.



The BDS Trust Fund is a registered charity and was set-up to cover our educational activities and to recognise excellence in educational establishments and individuals in the art & practice of Retail Display, Visual Merchandising and other related Design Arts. In recent years the Centre of Excellence scheme was developed to award the title to colleges due to their excellence in delivery of education and their facilities. Work from our centre of Excellence colleges can be seen in the following pages.

The British Display Society stand construction





We had such a fun time with our Instagram wall.

How many faces do you recognise?



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

Marlee Jobe and Isabella Hawkin
from Windsor Forest College



Runners up Sarah Hubbard and Sienna Orlando from Hertford Regional College





The Winners

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

They received a prize of £250 each, from Anthony at HOL Group.

Marco and Chia-Hung have also won work placements with HOL Group and Harvey Nichols.



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





Just a few of the exhibitors who are Corporate Members of The British Display Society





bds
British Display Society

British Display Society

This is to Certify that
BPD Group

WAS ELECTED A
CORPORATE MEMBER
OF THE SOCIETY

APRIL 2022

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



Iain 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



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This is to Certify that
Minki Balinki

WAS ELECTED A
CORPORATE MEMBER
OF THE SOCIETY

APRIL 2022

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



Iain Kimmins
Chairman

Elaine Fisher
Administration Manager



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

Minki Balinki

Award winning visual merchandising Experts.
Specialists in retail window displays and in-store Visual merchandising.

www.minkibalinki.com



Here is a selection of other exhibitors at the VM & Display Show 2022





Does your company supply the Retail or Visual Merchandising industry?

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

Then why not become a Corporate Member?

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

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

Let's keep retail and visual merchandising alive!

Introductory Offer:

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

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

follow us...



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



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

Are you working in the Visual Merchandising Industry?

Is it time to push your Visual Merchandising Career?

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

Membership has the following benefits:

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

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!**
- 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

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/Opening.
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



BRITISH DISPLAY SOCIETY

Representing the Visual Merchandising profession

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

Let's keep Visual Merchandising alive
& kicking in this modern retail world

admin@britishdisplaysociety.co.uk

www.britishdisplaysociety.co.uk

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British Display Society

Recognising Excellence

ESTABLISHED 1947