



Summer has arrived  
at Fortnum & Mason

# Welcome

## Welcome from the Chair



As I write this piece in mid July, the UK is certainly in the grips of quite a heatwave, of which is unprecedented for this country. With the summer in full swing, there are certainly some great summer windows in London.

Whilst in London it was great to see, not only the tourists returning to this great city, but the stunning window concepts at the various stores. Despite what we may read in the media, there is a buzz within the retail industry and overall footfall and sales are on the up.

At the end of the academic year, myself and some of my colleagues from The British Display Society visited several of our Centre of Excellence colleges to see the End of Term VM Student work. These colleges included: London College of Fashion, Hertford Regional in Ware, Hugh Baird in Liverpool and TU Dublin.

It was very exciting to meet the students and view their outstanding work. Several of the concepts were devised from the humblest of items which included: ice cream, afternoon tea and the simply kitchen apron. They showed such passion and enthusiasm not only for their work but the opportunities that await them in the Visual Merchandising industry. I am noticing on sites such as Linked In the number of VM vacancies with either a store or a brand. As with so many VM students who are leaving this summer, although they may be starting in a junior role, it is a great starting point or rather 'foot in the door'. From my own experience, I started as a Junior at Harrods where I worked for many years, working my way up the VM career ladder before becoming Head of VM at Tangs in Singapore. There are certainly opportunities out there, and I wish all the students the very best.

As we come to the last quarter of the year, I am looking forward seeing Autumn concepts and seeing the exciting Christmas displays that will be unveiled from October. Stores such as Harrods, Selfridges and Fortnum & Mason will shortly be launching their Christmas shops, although for Selfridges it will be a 'soft launch'. Many shoppers will say "Christmas already? That's early!" Retail is partly about educating customers but encouraging them to buy early as the best products sell out first. This is a great way to showcase the various Christmas ranges available so that customers can start their own Christmas planning.

I wish all the members/readers a pleasant summer and thank you for your continued support for The British Display Society.

*Iain Kimmins* FBDS  
Chair

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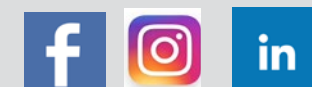
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### Copy deadline, October issue

19 September 2022  
Email: [admin@britishdisplaysociety.co.uk](mailto:admin@britishdisplaysociety.co.uk)







# Technological University Dublin BDS Centre of Excellence



Over the Queen's Platinum Jubilee weekend, I had the opportunity to visit TU Dublin to see the superb end of term exhibition by the students at the college.

Kerry Meakin (Lecturer & Consultant in VM) showed me around the college, and it was good to meet the students in person and discuss their final projects. It was great to chat to them; their passion and enthusiasm shone through, they couldn't wait to get out in the thick of Visual Merchandising either working for a store or brand.

As well as the physical VM displays the students had compiled various 'look books' which comprised sketches, ideas and inspiration.

As with all the college visits I have done over the past few months, it was great to see and talk to the aspiring 'youngsters' who are the future of the Visual Merchandising industry.

The evening was rounded off with dinner at a local restaurant with Kerry, her husband and some of the other tutors from the college.

Iain Kimmins  
Chair - BDS



Back to the Roots - Kayleigh O'Toole



Think Pink - Sarah Dunne





Arches by Design - Jane Battersby



Fit is the new Fashion - Chelsea Keating



Gathered Abstract - Isabel Deegan



Colour Energy - Alanna Sweeney

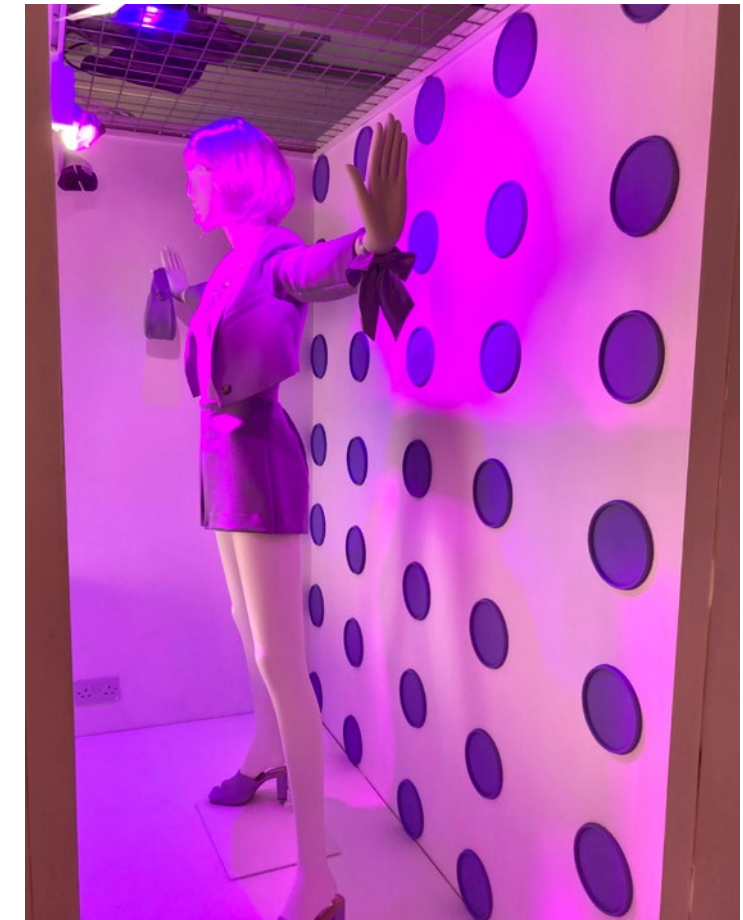




Euphoric - Sarah Geraghty



Very Peri - Nadine Core



Self Reflection - Ellen Kavanagh



The Greatest Show - Kate Hession







## Technological University Dublin BDS Centre of Excellence



The BA Visual Merchandising & Display class of 2022 at the Technological University Dublin was a small but highly creative cohort. Two students were offered full-time permanent roles by the companies in which they completed their work placement and for whom they designed their final display while on the programme. Sarah Geraghty was offered a VM position at Kildare Village, the designer outlet which is part of the international Bicester Collection [Fig. 1]. Kayleigh O'Toole was offered a VM role at Kilkenny in Nassau Street [Fig. 2]. Other students quickly snapped up by the retail industry include Chelsea Keating [Fig. 3] and Jane Battersby [Fig. 4], who have taken up VM roles in Marks & Spencer Liffey Valley and Mary Street, respectively. Jane joined alumni Dominique Minogue, the Mary St. M&S Visual Manager. Sarah Dunne [Fig. 5] works at Andotherstories with 2021 BA Visual Merchandising & Display graduate Lauren O'Gorman. Lauren was the BDS first prize winner in their 2021 graduate competition. Other graduates are taking time to travel.

We are very proud of our alumni. Many have stayed in Ireland, where they are impacting the display scene. Alumni include:

- The Divisional VM Project Manager at Brown Thomas Arnott's.
- A concept designer for the Brown Thomas group.
- Photo-shoot stylists for Primark.
- Visual Display Managers at Dunnes.

Other graduates work in Brown Thomas and Arnott's display departments or as VMs for multinationals, such as The White Company, H&M, Massimo Dutti, Ikea, and Harvey Norman. Further afield, alumni include Moncler's north European regional VM, VM for Parfums Christian Dior in London, the Senior VM at Bicester Village, and VM at David Jones in Sydney. After a long career in display, others have diversified their retail role, such as becoming the General Manager of Galeries Lafayette Doha.

Other alumni who have used their display background to pursue other career paths include a trainee fashion buyer at Primark, assistant product developer and buyer at Boden, head of interiors at event planner Bearded Kitten, a ladies buyer at COS, and a project manager at Brand Creative @Converse. One alumni recently got a Design Thinking Specialist role in Basel, Switzerland.

The roles enjoyed by recent graduates and alumni represent the broad nature of the BA Visual Merchandising & Display and the many paths open to those who choose to pursue a career in this area.

Dr. Kerry Meakin  
Programme Chair BA Visual Merchandising & Display  
Dublin School of Art and Design  
Technological University Dublin



Fig. 1 Sarah Geraghty's Major Project installation at Kildare Village. Fig. 2 Kayleigh O'Toole's design for Kilkenny.



Fig. 2 Kayleigh O'Toole's design for Kilkenny.



Fig. 3 Chelsea Keating's installation in Brown Thomas.

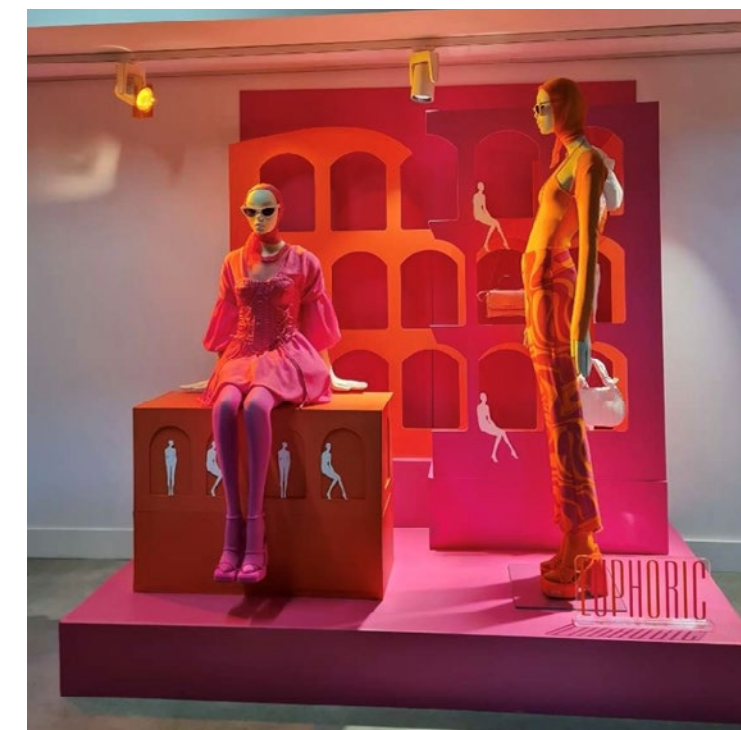


Fig. 4 Jane Battersby's design for Dunnes, Blanchardstown.



Fig. 5 Sarah Dunne's design for Dunnes, St. Stephens Green.



## Hertford Regional College New Designers Exhibition 2022 – Business Design Centre

Wow! What an amazing send off to the next generation of creative talent, our Class of 2022. This year we are proud that our Higher Education creative programmes took their first stand at the iconic New Designers Exhibition 2022 at The Business Design Centre, Islington, London. Showcasing a diverse body of work from Foundation Degree Graphic Design, Three-dimensional Design and Visual Merchandising, as well as Higher National Diploma Fine Art, Games Design & Animation and Photography. We were honoured to be able to share the impressive creative output, from so many platforms. Our students have continued to inspire us over the last year, and we are so proud of the hard work and commitment they have demonstrated.

This was meant to be in 2020 with the opportunity to launch our Higher Education provision Platform brand designed by GAS Studio who have always supported our creative students and staff at Hertford Regional College, it was worth the wait! This was a great opportunity for our graduates showcasing their creative skills, networking and connecting with the creative industry.

Please scan the QR code!

You will be taken to the David Gentlemen Gallery Virtual Graduate Exhibition // 22, where you can learn more about each of our exhibiting creative graduates and their work.



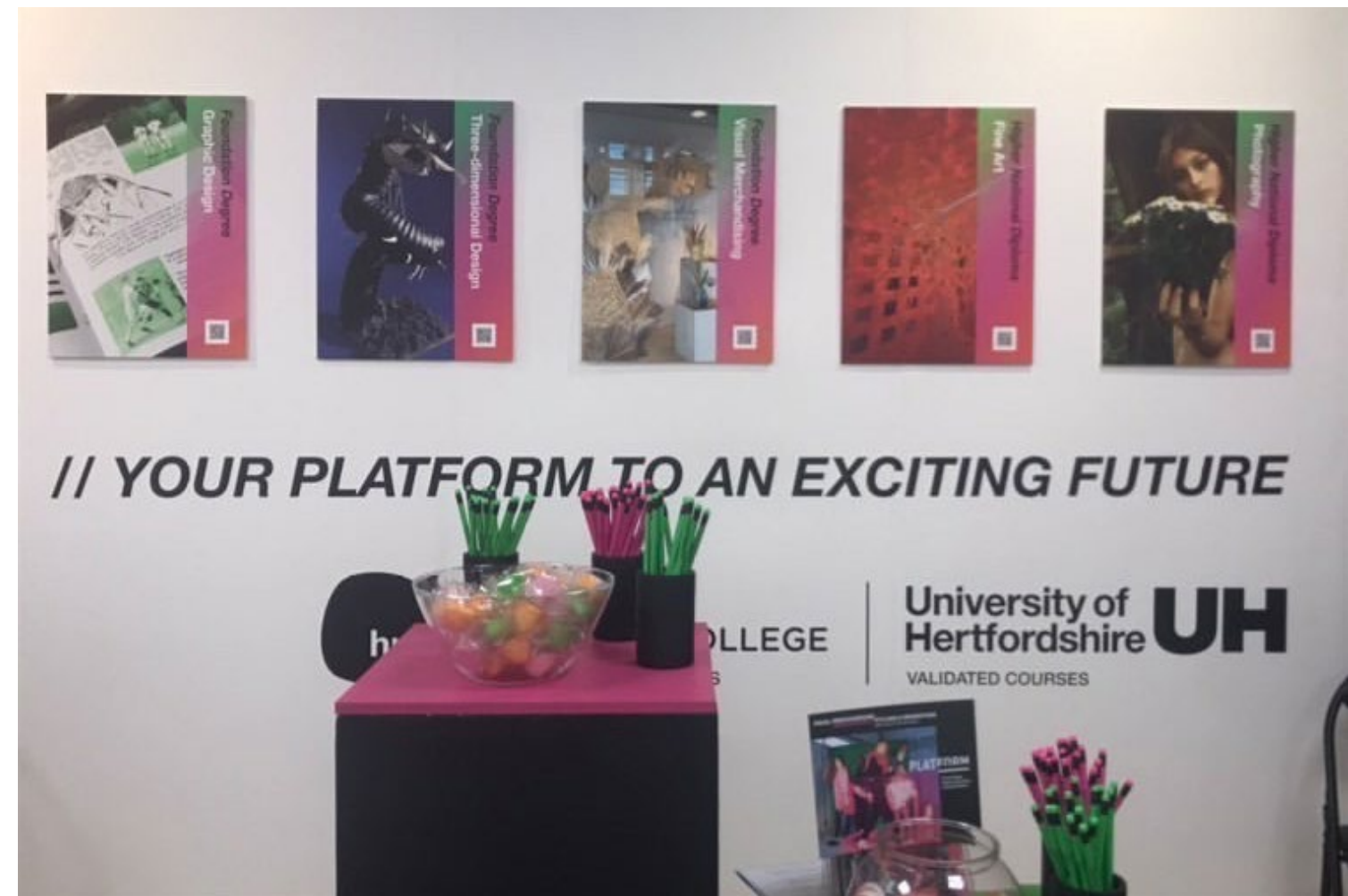
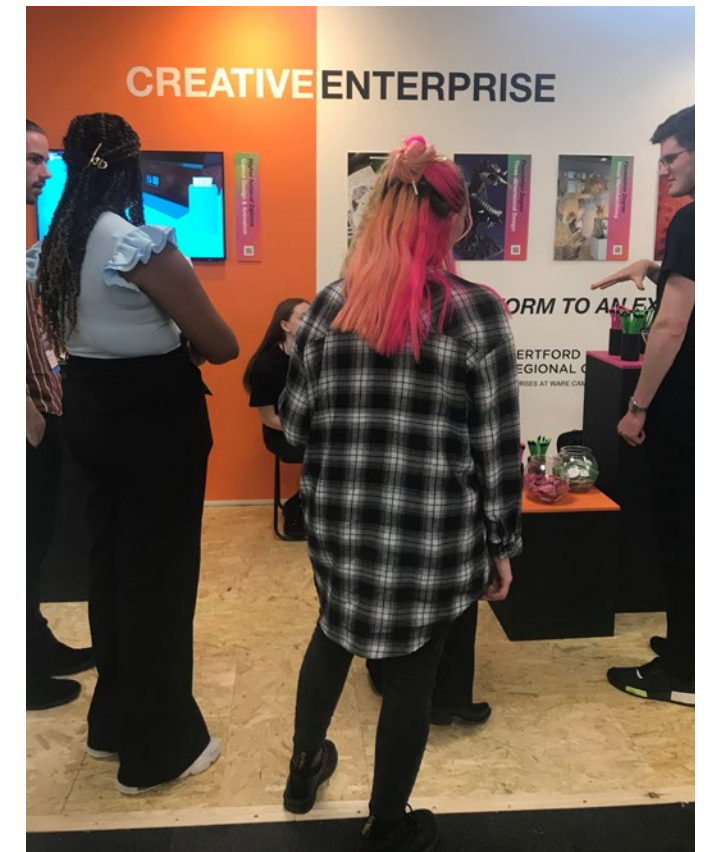
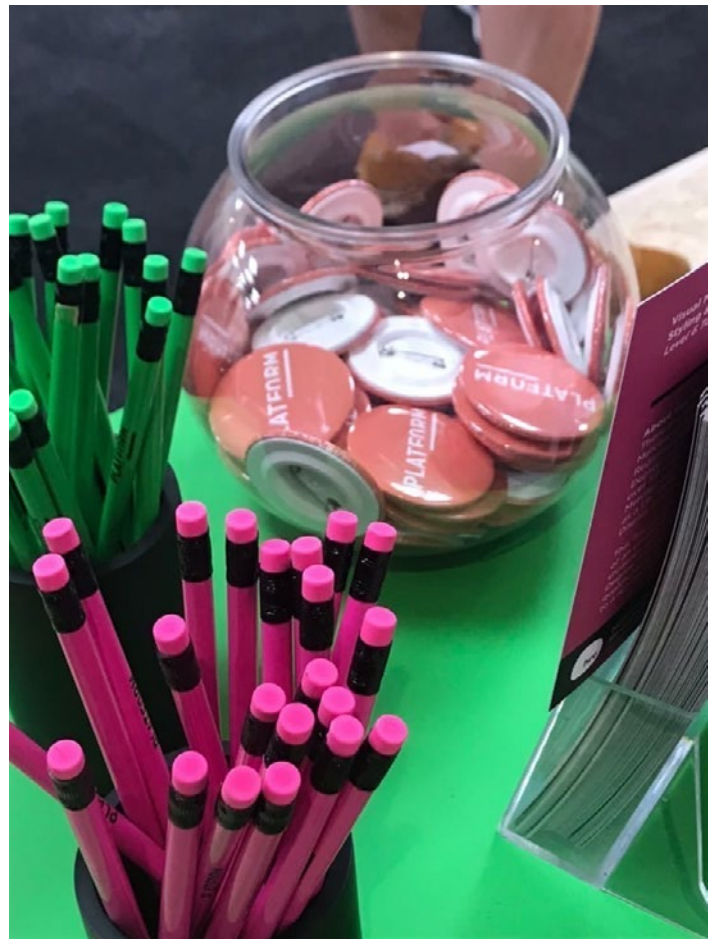
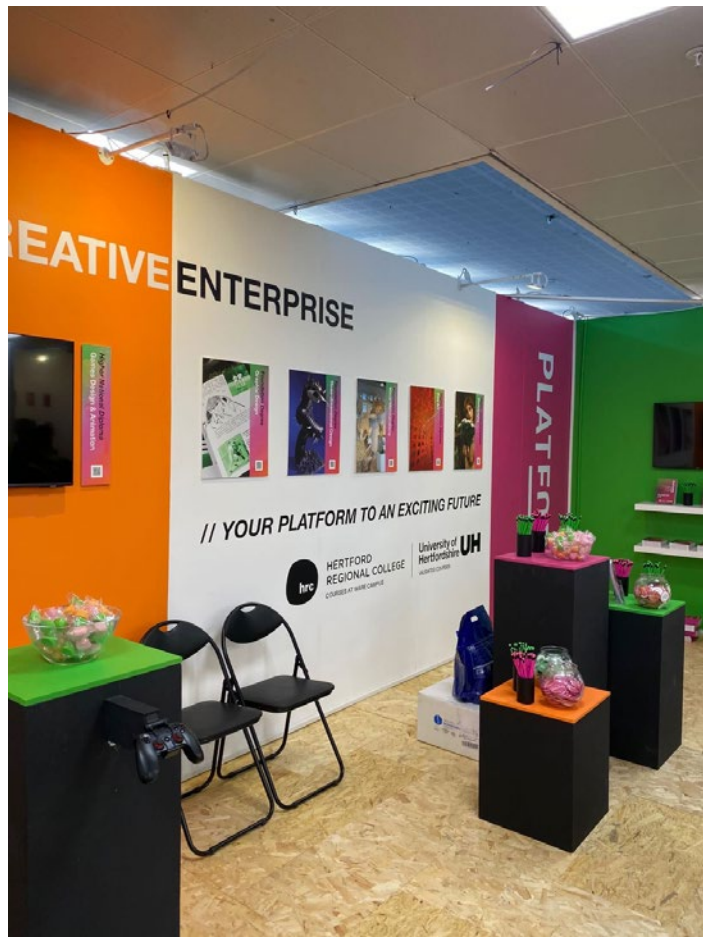
We are really pleased to announce that from September 2022, Hertford Regional College will be able to offer, in partnership with the University of Hertfordshire, a Level 6 top-up Year BA (Hons) Degree in Visual Merchandising, Styling and Promotion, this is a really unique course – there's hardly any degrees offered in the UK, recognised by the British Display Society as a UK 'Centre of Excellence'. Take a look here to find out more about the course and it's not too late to apply we still have spaces available: [Visual Merchandising, Styling and Promotion Level 6 Top-up Year BA \(Hons\)](#)

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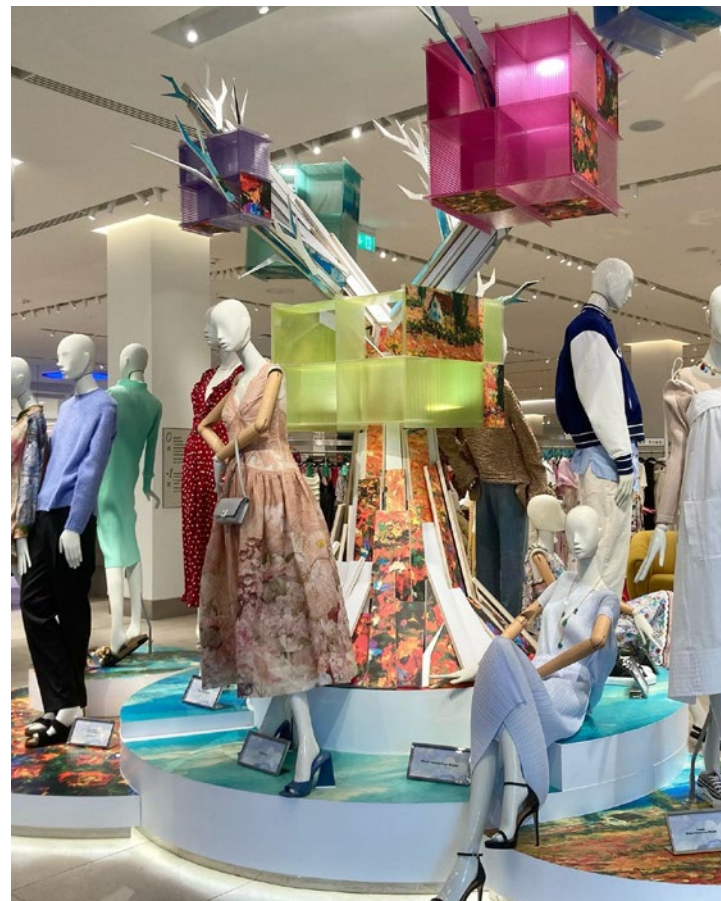
# Brown Thomas Dundrum

While I spent time in Dublin over the Platinum Jubilee weekend, I jumped on the tram from central Dublin and visited Brown Thomas which recently opened in a mall in Dundrum.

This new home for Brown Thomas in Dundrum is 62,000 sq-ft of innovation. A haven for all things beauty, fashion and lifestyle with the best designer brands. Discover a luxury retail experience with an eye on the future and a commitment to excellent service. This new store offers inspiring new sustainable shopping services which are brought to life through fashion rental, resale and restoration services.

It was great to see the mall bustling with people browsing and shopping the stores and enjoying the many coffee shops. Other retails in the mall include: Zara, Vans, Massimo Dutti, Fat Face, Boss, Calvin Klein and Harvey Nichols.

Iain Kimmins FBDS





# Avoca Dublin City

If you are in Dublin then a visit to Avoca is a must visit.

Located in the heart of Dublin City, Avoca Suffolk Street is a 7-level mini-department store. A veritable Aladdin's Cave of the gorgeous and the interesting, it was listed by Vogue UK as one of the Best 100 Shops Outside London.

They offer a great range of merchandise from Gifts/Home/Fashion/Books with the added bonus of a great coffee shop.

It is such a great shopping experience and somewhere you can spend time browsing!

Iain Kimmins FBDS





# Louis Vuitton

Whilst working in London last week I took the opportunity to walk along Oxford Street, Regent Street and Bond Street to check out the latest window concepts at the various stores and luxury brand boutiques.

One of the most exciting concepts was Louis Vuitton in Bond Street, particularly late evening when the colours of the windows just shout out at people walking by.

This concept has been beautifully curated with clever use of paper/card as the main props for each window. Louis Vuitton never fails to disappoint and is always guaranteed retail theatre.



Iain Kimmins FBDS





# Shimmerwalls x Harry Styles Spotify House Pop-Up



We created a colourful sequin backdrop wall for the fantastic Spotify Harry Styles House pop up.

The brief was to re-imagine the colourful sequin jumpsuit that popular singer Harry Styles wore at his concert in this year's Coachella festival, at a time scale of only 5 days.

We suggested to Spotify's production team to use our highly reflective silver sequin panels and to use clever lighting to make the colourful effect to recreate the jumpsuit. We think the final result was amazing and the pictures show the great outcome achieved with the lighting techniques the production team used.

With the superfast turnaround required and an install time of just 2 days our Shimmerclick sequin panel system meant that the install was quick and easy. This left time for the Production team to create the special colourful light effects of red, gold, purple blues and of course silver using disco lights pointing at the reflective silver sequins in different colour hues around the room. [VIEW HERE](#)

Having a sequin backdrop wall brought movement and colour to the Pop Up space making a dynamic and exciting space for The Harry Styles House concept and the brand Spotify.

For your custom projects speak to one of our team at [hello@shimmerwalls.com](mailto:hello@shimmerwalls.com) for expert advice, or contact us [HERE](#)





# Fortnum & Mason

This famous iconic London department store has launched their Open Summer concept. The windows and, in fact the entire building is adorned with bright colours to kick start the summer and the great outdoors.

The window concept has been beautifully designed and installed to the highest standard with superb lighting and props.

Fortnum's is renowned for their sumptuous food and wine offering and the al fresco dining starts here! Whether you are planning drinks and nibbles with friends or having a family get together, you can guarantee that Fortnum's is packed with delicious treats for memorable feast.





# Petter Pharmacy

The British Seaside has arrived at Petter Pharmacy in Crouch End, London.

We create two Summer concepts, this being the first. This was a fun concept to devise and install utilizing the VM technique of pyramid groupings using buckets & spades, sand, rope, ice cream cones and seagulls! Simple A3 graphics were used to bring additional fun to the concept.

The beach huts were first used for last years Space Disco Christmas concept. These were revamped to keep the budget down for this idea and it is good to re-cycle wherever possible.

The second concept entitled "Head to the Med" will be installed in early August. This concept will focus on mid to high end sun creams/toiletries with a Mediterranean theme.

It's great working for an independent retailer who appreciates the commercial benefits and success of having their windows professionally dressed.



## CREATIVE DOWNLOAD

VISUAL MERCHANDISING CONSULTANCY





## British Display Society Industry Expert Interview

Barbara Chapman FBDS talking to

Lauren Armstrong from Mega Creative



LAUREN  
ARMSTRONG

In this edition of Spotlight we'll be 'chewing the fat' with Lauren Armstrong, one half of the Creative Directors team at Mega Creative. A hugely (dare I say Mega!) successful retail design duo who are at the heart of many amazing windows and in-store set ups that you more than likely have walked past on the high street.

**Q.1**  
Lauren, could you please tell us about your career journey to date within this industry, including your roles and responsibilities along the way and what initially got you interested in display and V.M.?

**A.1.**  
Well, it's been over nearly 30 years now - which makes me feel slightly old, or is it just that I've seen a lot! - I have a dear friend that used to be in the industry and after we installed an amazing window in our flagship store that we worked together in, he would remark "25 year in the business!" I have now surpassed that and that was over 15 years ago. My love and passion first started when I worked as a pre-teen in my Aunts boutique shop Fred and Ginger, in Enfield town - she completely opened my eyes to the world of luxury fashion.

She could see that I was a highly creative person as I was always a bit different in the way I dressed from my peers and was also strongly independent. She would allow me to design a monthly window display with the props which we had in the store showcasing the amazing brands. When the windows would make people stop and stare and then enter the store it gave me the greatest feeling, that I had created that and had helped my aunt make a sale!  
I knew then that this is what I wanted to do.

From attending Hertford Regional College studying art and design and then in 1998 on to the College of Printing and Distributive Trades in Davis St London (now long gone) to focus on display and presentation.

My first job out of college was at Pearsons in Wood Green (formerly DH Evans - where I had done work experience at college) It was fantastic! I was the sole display person there by myself in this huge department store over 2 floors and I had the run of the place - albeit no budget to talk about at all., but that meant I could just be as creative as I had learnt at college and back in the day in my aunt's shop.

I made and created all the props using what I had from the back log of old props and my trusty old huge printer that I had in my display office.

Wow I learnt a lot and it gave me the best grounding.

After a while I obviously needed more of a challenge. I knew having no budget was a slight constraint and that I was gaining an interest also in visual merchandising and not just display.

So I moved on to the amazing UK brand Laura Ashley and I was there for over 10 years - working my way up from flagship VM through many other guises and finally ending up as Head of Visual merchandising. Those 10 years were the greatest - windows / press launches / seasonal launches / franchise store launches - I could go on! Learning about supply / manufacture and production and also where my love of a mannequin came into fruition.. Rootstein / Atrezzo / Panache, the list goes on.....

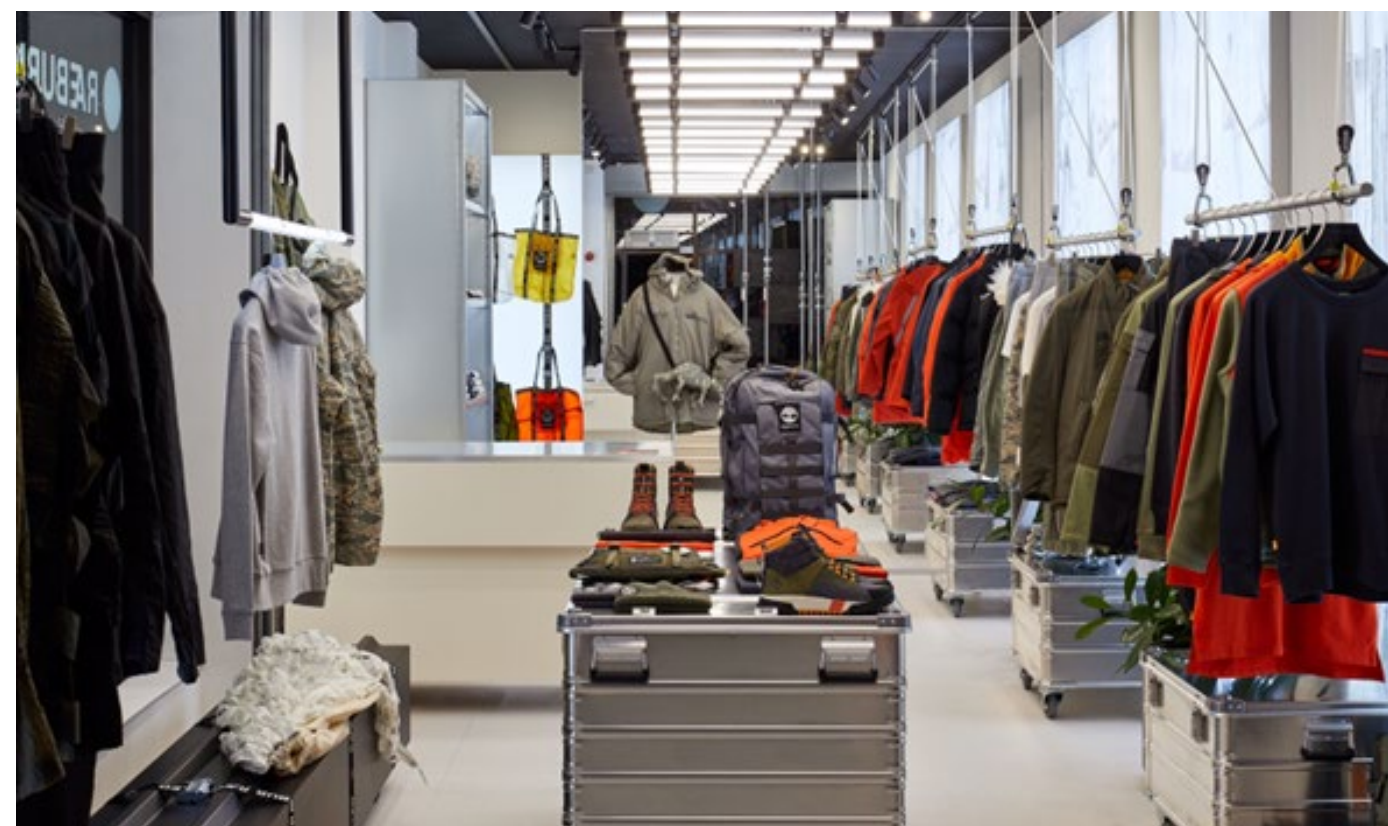
From here I moved to the Arcadia brand for BHS working with many of the greatest women I know in VM (if you know you know) what a different experience this was from Laura Ashley. I relished the difference and the corporate aspect of this role - but one can only take so much of the corporate world.

After a while I decided I wanted to branch out from being in just one company and decided to go on to freelancing using my skills and knowledge and, after many years within the industry, the contacts of all the different places I had worked.

**Q.2.**  
So, what an amazing career to date. Can you tell us what it was like to cope on your own as the only V.M. at Pearsons after only just finishing your studies. It must have made you learn on the job quite quickly. What skills do you think you gained because of this?

**A.2.**  
Absolute masses! Being a young VM straight out of college and being given free reign - you could say it was almost a dream job come true. It was the basics really which I had been taught in Davies Street; groupings and using the basic display triangle principle. It also taught me to problem solve and think on my feet as there was no one else there to help me out. But of course, after a while there was that feeling of not working as a team and bouncing off other peoples creativity. I had the maintenance guy that gave me a hand from time to time, but he was just about walking!

This was one of the biggest things that made me want to move on - be part of a team and learn from different peoples skills and experiences



RAEBURN MARSHALL STREET\_NEW STORE OPENING

**Q.3.**  
You've been in this industry for a very long time and have had an amazing and illustrious career. Can you tell us what major differences you notice now in this industry from when you first started out?

**A.3.**  
For want of a better phrase, a lot of the time back then all ideas and design proposals were done on the "back of a fag packet" - can I say that now?  
Which was great, but things have moved on considerably now in that there are now more processes and structure to companies which help move both them and the industry on.  
Also being aware of the material and processes we use, taking responsibility for our footprint. There was never any mention of that when you were gluing 30 tons on wood together spraying it with a cellulose paint and then throwing it away after it had been in the window for just 2 weeks! We must be more aware of this more than ever.



**Q.4.**  
Do you think the skills that newly qualified visual merchandisers need these days are different from those you had when starting your first job at Pearsons?

**A.4.**  
Yes and no – I believe I was lucky, in that the way I started out gave me a great grounding – looking back if I had started in a corporate brand – would I have learnt as much? – I don't believe so.  
That's why I am where I am today as I was forced to problem solve myself and come up with solutions.



DIESEL X COCA COLA\_SELFRIDGES

**Q.5.**  
Did you see the industry adapt to the many limitations put upon it by the pandemic, and if so do you think those changes were negative or positive for the future of the industry.

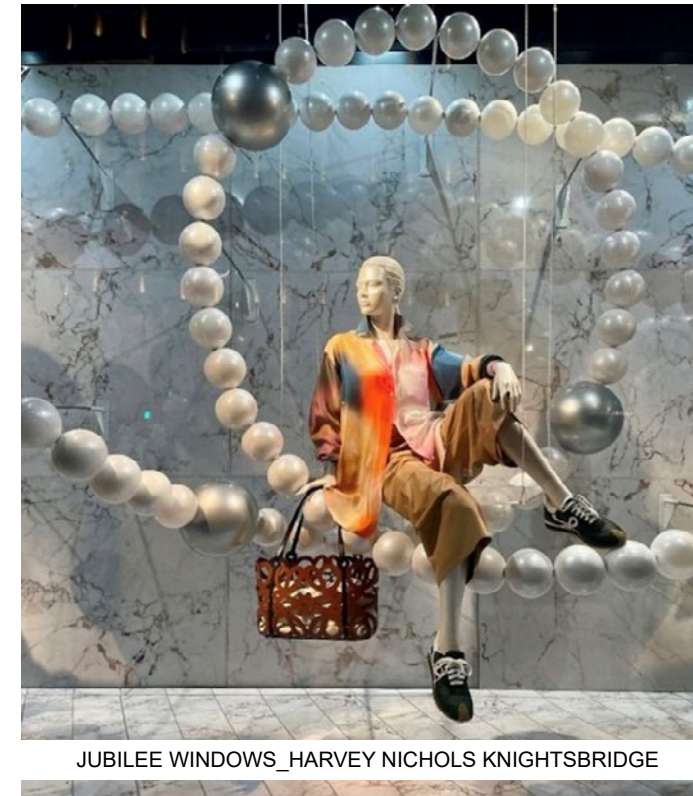
**A.5.**  
The world moves on in many ways – yes, the pandemic may have speeded up the process forcing us to think of solutions in different ways and forcing us to re-evaluate. Maybe this has been a positive as it had to happen sooner rather than later. The negative was definitely all the businesses that didn't make it and all the jobs lost – that's heart-breaking. It does feel like we are coming through it now though, and the industry feels more positive and little bit more sparkly!

**Q.6.**  
At Tenn you progressed from a freelancer to a Creative Director which is an amazing trajectory. For our student readers, could you give them any advice on how to make that growth within their own careers starting out.

**A.6.**  
Having a passion and loving what you do is a massive part of evolving and growing within any chosen career. Working with others and taking people's advice and learning from their experiences, past and present. Also having a mix of knowledge of brands and products is monumental as this will not limit you within your choices.

**Q.7.**  
I can see that you've worked for some brilliant companies but maybe you could tell us your favourite project you've worked on to date?

**A.7.**  
There are far too many to name over the years! My initial thoughts jump to the Press launches that we designed at Laura Ashley, they were absolutely crazy! And the press loved them. Taking over the Knightsbridge Harriet Street shop and making a world of creative madness, literally furniture hanging from the ceilings!  
I'll also go for one of our most recent projects – the jubilee window at Harvey Nichols.  
What an opportunity to be involved in such a momentous occasion and producing a gigantic pearl necklace winding through those Knightsbridge widows!



JUBILEE WINDOWS\_HARVEY NICHOLS KNIGHTSBRIDGE

**Q.8.**  
Can you tell us more about your set up at Mega and what type of projects you undertake?

**A.8.**  
Here at MEGA we get on to your page! Be it creating, developing, managing or installing. We create what the client requires to make their vision become realisation. The list of what we do is endless – not that we are jack of all trades!!  
We use a plethora of manufactures, artisans, construction, freelancers, from around the UK to help us make up the MEGA collective.  
This gives us the flexibility to deliver the best solutions to the briefs; Windows / installs / project management / design / activations / set build / store fit outs...

**Q.9.**  
Tell us; what are your plans for the future of Mega Creative?

**A.9.**  
We have come through the Pandemic, and we are proud of that, especially as its not been kind to many people. Long Live MEGA I say! To be here working with great brands, amazing clients and making these projects real. Throwing out that little bit of MEGA creative magic!

LAUREN ARMSTRONG  
CREATIVE DIRECTOR  
MEGA CREATIVE  
07770158750

I'd like to thank Lauren so much for making time in her incredibly busy schedule to talk us through her amazing career. The future for Mega is bright!

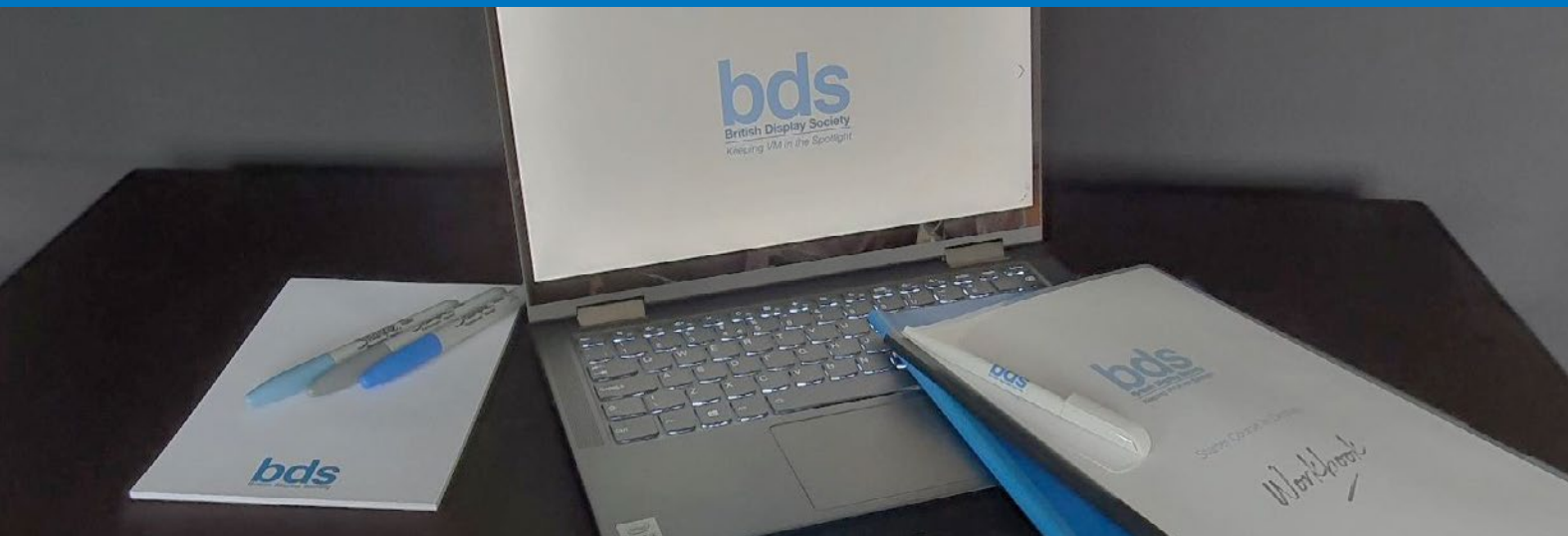
By Barbara Chapman FBDS

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





# 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 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
7. Basics of merchandising



Helen Goodwin FBDS – Vice Chair



*Be Inspired!*

- 7 modules
- Videos
- Narratives
- Demos.
- Task-book
- Tasks



*Let's get thinking!*

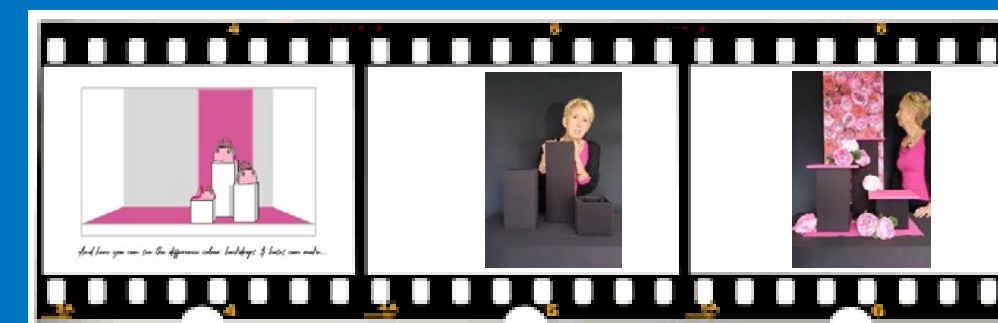
On occasions people have found themselves in the role of Visual Merchandiser with absolutely no training and are fabulous at it. Yet there are a few who have been glad to learn the basic building blocks of display to give them extra confidence and assurance they need when creating their designs...composition or 'grouping' is key to a well-structured display and many installations have been let down without these skills.

So here are the basics in a techy way you can do from the comfort of your own home, transposed from a tried and tested live workshop carried out successfully over many years, and helping so many businesses. Perfect to get you started so you can shine out from the crowd and turn those heads!

“Very interesting – I learned a lot and feel inspired to use the ideas in our business”

**BUY HERE**

**£150**





# Waitrose

Waitrose is certainly a riot of colour this summer with these brightly coloured and bold graphics to launch the Summer Food Festival. It is a range of food inspired by the best flavours the world has to offer - from the humblest street stall to the most vibrant spice market. Waitrose has taken inspiration from social media trends, restaurant menus, food truck offerings and much more to find dishes that evoke the spirit of summer.

Highlights of the range include mini pancakes inspired by the TikTok trend for pancake cereal, sweetcorn ribs with feta and chilli, Truffle beef burgers with truffle brioche burger buns, and frozen pina colada fruit mix.





# Float with champagne bubbles

New dimension added to the "Flyvision Universe" this summer: Following our successful exhibition in Lyon, we received a very kind enquiry from the Champagne region of France. Flyvision's "Gravity off" solution was not only of his interest, but Géraudel Publicité Marketing Agency has since become a contracted partner. We are honoured that this very prestigious company found Flyvision's captivating solution worthy of presenting a luxury champagne brand at the pinnacle of gastronomy.

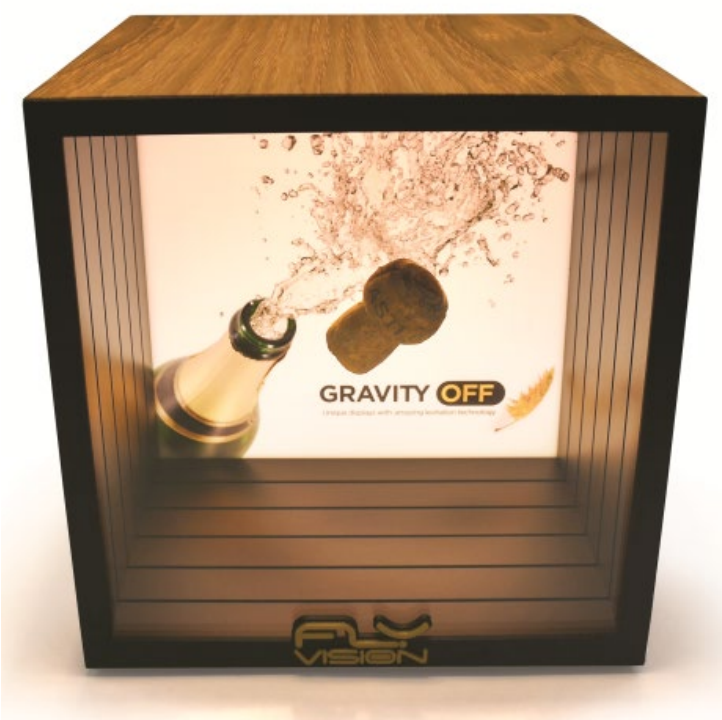
As a result of our creative collaboration, we have created another stunning Flyvision display. Throughout the collaboration, we have developed a growing sympathy for each other and, thanks to the continuous innovation potential of the Flyvision solution, we have found new solutions and sales opportunities together. This underlined our company's business policy -

We offer our customers tailor-made, individual solutions!

We are very optimistic about the success of our displays in the "Mecca" of Champagne. Everything is in place for success: a dedicated, enthusiastic, highly skilled and experienced sales partner - a compelling and innovative marketing solution - high added value - sustainability .... we are only waiting for you.....

Already in the Champagne region

[www.flyvision.hu](http://www.flyvision.hu)



## WORLD PREMIÈRE

Levitating showcase with fragrance

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# Mad About Design

*Creed - Selfridges & Harrods*

Mad About Design, are especially proud to count Creed as a longstanding client, and the start of the year saw us supporting Creed on the launch of Wind Flowers, the first female fragrance launched by The House of Creed in five years.

A key target for the brand was to communicate the lightness and movement in the campaign and became the inspiration for the materials used in the final executions. Working with a fabric artist, we created hundreds of petals, made from organdie, to construct fabric flowers at varying scales. Handmade, the petals were wired along the outside edge to ensure longevity in store, whilst retaining the lightness required in the items. These bespoke flowers were then set against a matt pink backdrop, with chrome bottle displays. The elements combined to enhance and compliment the contemporary femininity present in the campaign and fragrance.



More recently MAD worked with Creed to create several temporary sites and displays across UK department stores, to tie in with their Aventus campaign. An iconic product for Creed, Aventus is its bestselling men's fragrance and the cornerstone of the brand's story. The new campaign had strong links to the brand's

heritage, wanting to portray and celebrate the horseman in a new modern way. As such, creating bold and confident displays was essential. Launched in June, MAD worked with the visual assets from the brand-new campaign to develop and apply the aesthetic to several instore executions.

The displays featured a combination of minimalist blue angular shapes, juxtaposed against more traditional elements. A blue mirror acrylic provided a simple but effective way of bringing a fresh modern feel to the schemes, which was then set against Grecian-style columns and the horse campaign imagery. 3D bespoke columns were created by, firstly, cutting the raw shape on a CNC machine and then the more intricate details were hand carved. They were treated and sprayed in both a traditional white and the more contemporary blue for the final finish, again contrasting modern with traditional.

Mad About Design Ltd.

*Say Hello*

+44 (0)20 3598 3138

hellomad@themadpeople.com

# Creativity requires a bit of MADness...



**mad**



# 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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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.

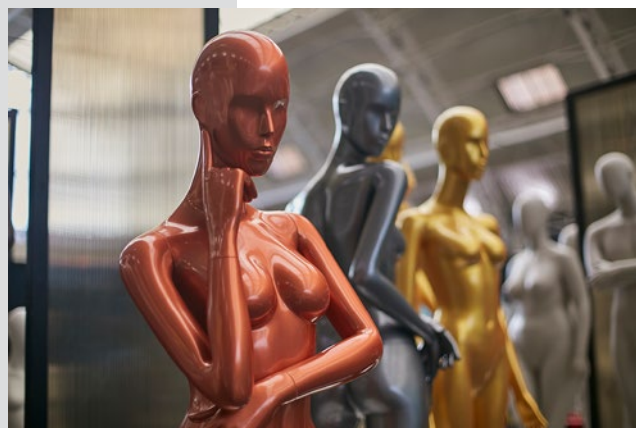
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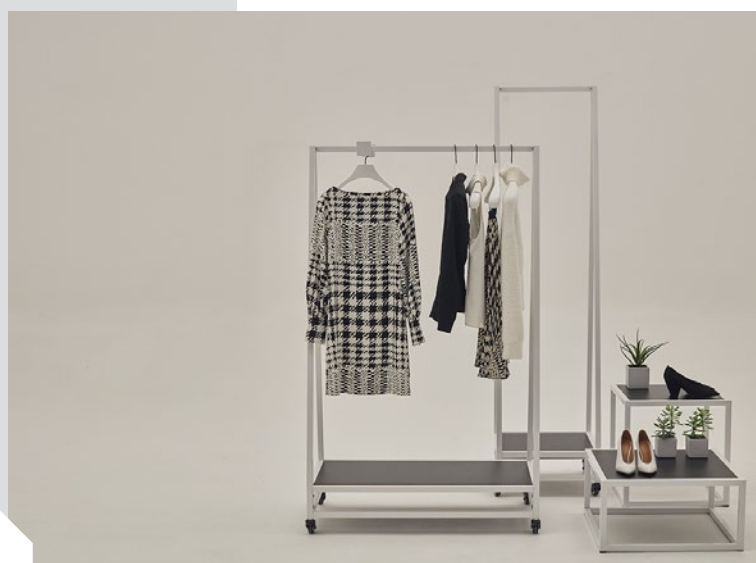
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BY: HOL GROUP  
Piccadilly female mannequin range shown at the VM & Display Show 2019



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**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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[enquiries@britishdisplaysociety.co.uk](mailto:enquiries@britishdisplaysociety.co.uk)

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### 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

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**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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### Course includes;

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



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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!







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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.



Coloustyleandfit.com  
Kath2275@gmail.com







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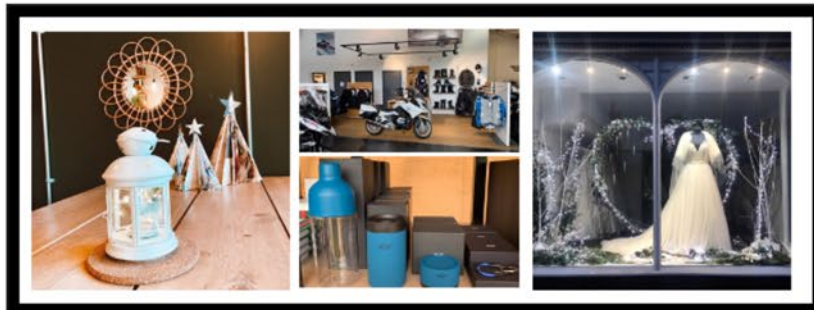
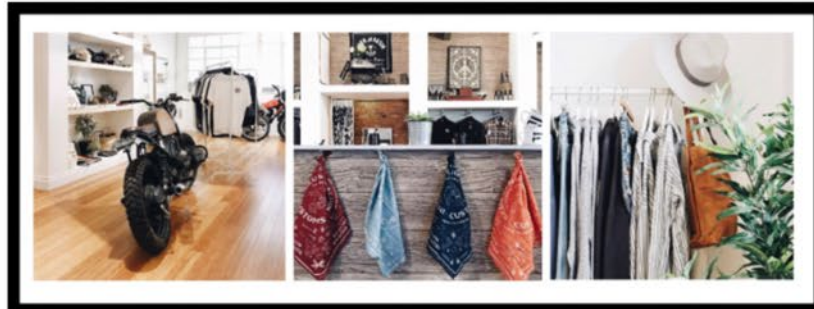
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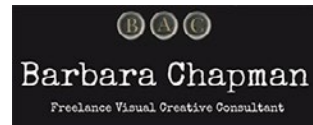




Verve Arvola ABDS

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Barbara Chapman FBDS  
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Kat Maclennan FBDS

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Luke Searle

Freelance Visual Merchandiser

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



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)



Jane Le Bon Creative  
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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)



Pedro Brolo LBDS

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**Liz Johnston FBDS**

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# 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  
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## Kat MacLennan FBDS

**Current:** Visual Merchandising Consultant  
**Skills:** VM strategy, window design, VM training, implementation  
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 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.  
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 See BDS website for full biography. [www.britishdisplaysociety.co.uk/about](http://www.britishdisplaysociety.co.uk/about)





# VM SPOTLIGHT

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

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