

Galleries Lafayette - Doha



Welcome

Welcome from the Chair



As we race towards Christmas, it does make you wonder where the year has gone. Working in the Visual Merchandising industry has this effect on us as we know that planning concepts 6-9 months in advance is the norm. Over the past few months many retailers (whether that's High Street, Department Stores or Garden Centres) have been working tirelessly on their final touches before the launch of their Christmas Shops. Liberty in London was the first to tempt us with Christmas décor in early September while Fortnum's, which opened its Christmas Shop in late September, will be full of sumptuous Christmas treats and opulent decorations. In February 2023, there is the most amazing and inspiring trade fair in Frankfurt – Christmas World. This is a must visit for new ideas and trends for Christmas 2023 and such a great opportunity to meet new suppliers. I for one, will endeavour to attend.

This October issue showcases a concept from the store Galeries Lafayette in Doha. This iconic Parisian department store opened its doors in Qatar in 2019.

Steeped in 120 years of history, with a world-renowned reputation for forward fashion thinking, Galeries Lafayette offers shoppers an immersive shopping experience.

The concept is entitled The Heist. Given my years of working in the Visual Merchandising industry, I don't think I've ever seen such a creative concept like this. It certainly creates retail theatre and gives customers a memorable shopping experience. As we know retail needs to be fun and exciting for customers as they journey around the store and this concept delivers on this. The in-house visual merchandising team have worked hard to develop and install this most unusual concept.

This issue also features projects by some of our Corporate Members such as Northbanks, Antalis, Design4Retail, and The Graphical Tree. Projects include Store fixtures, through to graphics and window concepts. It's so refreshing to see the variety of innovative ideas. Despite the cost-of-living crisis and the news we are hearing from further afield, visual merchandising is still very much forward thinking and the concepts that are being developed and installed continue to be bold and innovative.

Behind the scenes at BDS HQ, we are busy creating plans and a new marketing strategy for 2023 together with the introduction of a new website. Not forgetting the VM & Display Show in April at The Business Design Centre in Islington. The BDS will be exhibiting on the ground floor. In addition to this, five of our Centre of Excellence colleges will be showcasing their finest students in a competition developed by the BDS.

Iain Kimmins FBDS
Chair

Content

04-05	London College of Fashion
06-09	Galleries Lafayette
10-11	Northbanks
12	Design4Retail
13	Barnardo's Summer Campaign
14	Annabel's
15	Fortnum & Mason
16-17	Liberty of London
18-19	Petter Pharmacy
20-21	Antalis
22-23	Luis Trenker
24-27	Yarnton Home & Garden
28-32	Industry Expert Interview
34	Fly Vision
35	The Clarity Quest
36-37	Starter Course in Display
38-39	Flyvision- Float with champagne bubbles
40-41	Mad About Design
42-43	Peluca Studio
46-47	BDS Certificate in Display and VM
56	VM & Display Show 2023
58-59	BDS VISUAL MERCHANDISERS' DIRECTORY
60-62	BDS CORPORATE MEMBERS' DIRECTORY
63	Meet the BDS Leadership Team

Newsletter Editor

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

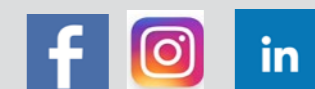
Chairman

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

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Email: admin@britishdisplaysociety.co.uk



ual: london college
of fashion

B fashion
business
school



London College of Fashion

BDS CENTRE OF EXCELLENCE



Launching 'Help to Grow Management Programme'

We wanted to let you know the exciting news that London College of Fashion's (LCF), globally renowned Fashion Business School (FBS), will launch the UK Government's 'Help to Grow Management Programme', (HtGM) on 12th October 2022. We still have a few places left for the 12th October cohort and dependant on demand we are hoping to schedule further cohorts to start in November 2022, February 2023 and March 2023. The government funding of £6,750 is short term so this really is an excellent opportunity to get an extraordinary business education and custom growth plan for just a £750 cost to your business. To secure your place, please visit our website, London College of Fashion HtGM and register for the 12th October 2022 programme or email/call Justin Richardson j.g.richardson@fashion.arts.ac.uk 07776 212649 for further information/ assistance you may need.

What is the Help to Grow Management (HtGM) Programme?

The UK Government has funded a business education programme by 90%, to help UK small and medium sized enterprises (SME's) boost their leadership skills, business performance and productivity with established and accredited Small Business Charter, Business Schools such as FBS. The HtGM programme and curriculum has been developed nationally by senior leaders from across the UK's finest business schools and industry partners for SME's senior leaders and managers. There are 12 weeks of interactive learning modules (maximum, 25 participants per group), designed to fit around the day job. Participants will also be assigned a 1:1 Mentor, for 10 hours, through the Newable Consortium, to help them produce a customised business growth plan. Groups will be divided into

smaller peer groups for a discussion of course material after the online sessions. There will also be four face to face sessions, for all participants, delivered on the LCF campus.

Why participate on the Help to Grow Management Programme at Fashion Business School?

Fashion Business School (FBS) at London College of Fashion (LCF), University of the Arts London (UAL), enjoys a global reputation as it is the only business school wholly focused upon the fashion industry and its commitment to the development of responsible leaders, managers and innovative thinkers. UAL is Europe's principal specialist arts and design university and delivers one of London's largest programmes of creative professional development that forms a significant part of the capital's creative research and development, innovation and enterprise infrastructure. Over two thirds of British 'Designer of the Year' winners are UAL alumni.

We will deliver the Help to Grow Management curriculum using senior creative and fashion industry experts and leaders from within Fashion Business School.

2016 – 25th Anniversary Year - Business and Management Higher Education at LCF
2016 – 20th Anniversary Year - BA (Hons) Fashion Management
2016 – 15th Anniversary Year - MA Strategic Fashion Marketing, MSc Cosmetic Science, PG Cert Buying + Merchandising

Edward Stammers. MA, PGCE, BA(hons).
Programme Director - Marketing & Branding
Creative Director - Fashion Business School
London College of Fashion
272 High Holborn
WC1V 7EY

Galleries Lafayette Doha, Qatar

This iconic Parisian department store opened its doors in Qatar in 2019. Steeped in 120 years of history, with a world-renowned reputation for forward fashion thinking, Galleries Lafayette offers shoppers an immersive shopping experience.

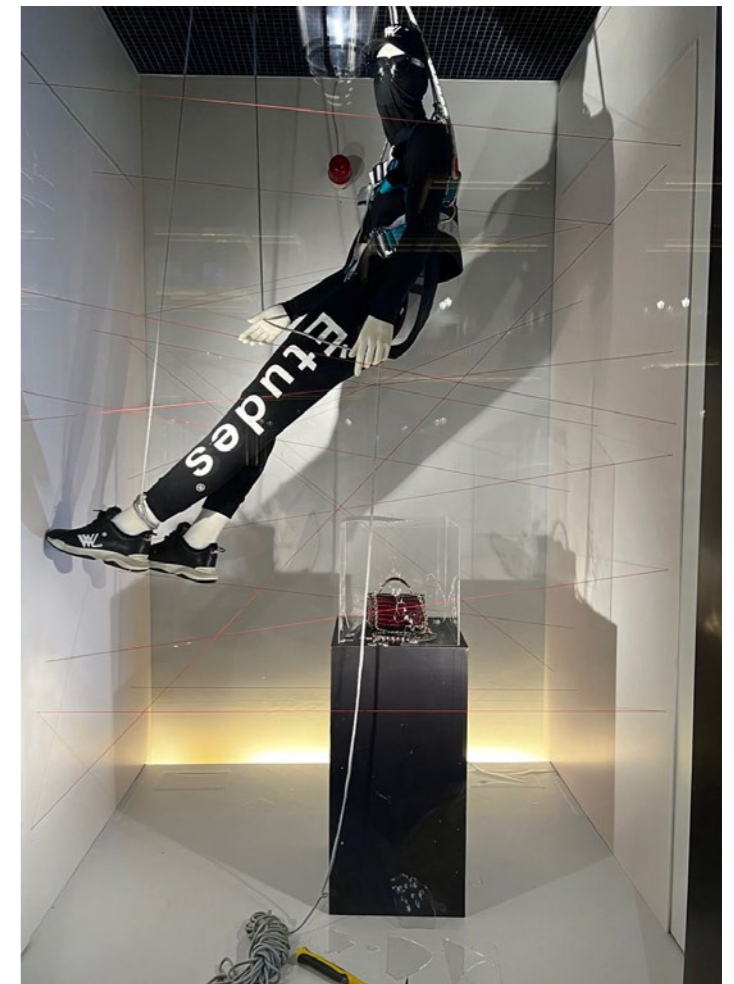
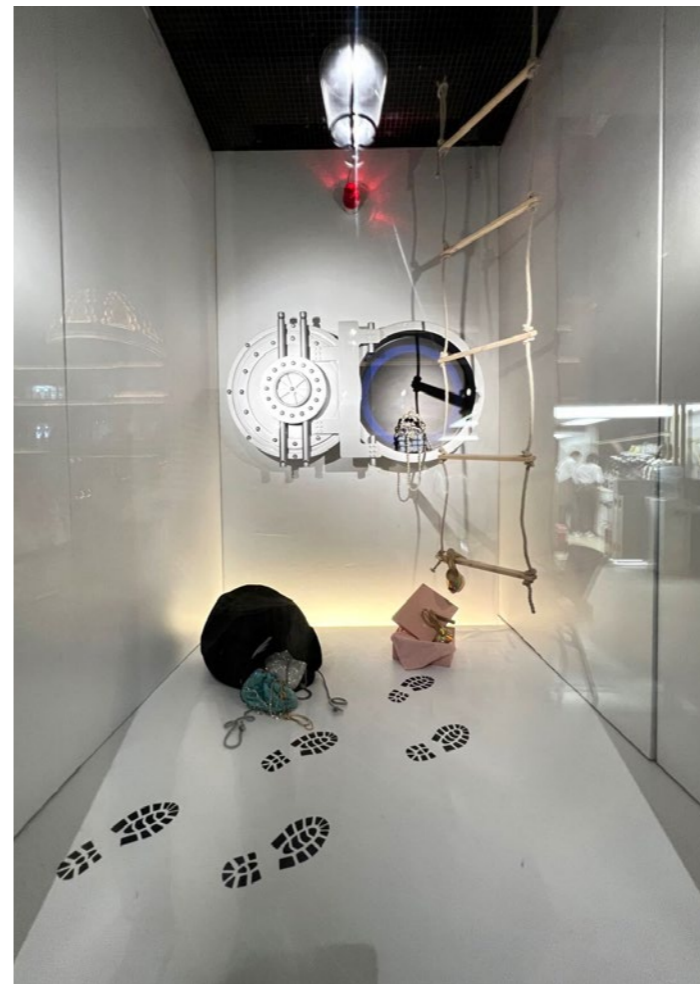
Qatar is a country that is passionate about their art and heritage and is home to some fine galleries that attract visitors from around the world. Galleries Lafayette is one of the finest retail stores to visit, which is situated in the Katara Cultural Village.

Towards the end of August, the concept "Heist" was unveiled in the store windows and continued throughout the store. This stunning concept was developed and installed by the in-house visual merchandising team.

Given my years of working in the Visual Merchandising industry, I don't think I've ever seen such a creative concept like this. It certainly creates retail theatre and gives customers a memorable shopping experience. As we know, retail needs to be fun and exciting for customers as they journey around the store and this concept really does deliver this. Retail is a competitive business and is constantly changing. It's your ability to respond to those changes in order to stay ahead of the competition and drive revenue. Brands in this concept include: Lanvin, Jacquemus, Acier, The Vegan Way of Life, Etudes and Aspinall of London.

Iain Kimmins FBDS





NORTHBANKS

Northbanks Design collaborates with Destree to bring their first retail space to life in Selfridges, London.

Our client came to us because we have experience working with renowned department stores such as Selfridges and our history of bringing to life other retail activations and pop-ups there. Destree wanted to pack a punch and reinforce their design which is why we decided to do the whole thing in their very on-trend green brand colour. Our intention was to create a retail space that stands out so that customers and passers-by would be attracted and be able to recognise it.

For Destree we carried out the whole activation which included concept design, technical development & engineering, manufacture and installation. What sets us apart from other companies is our quick turnaround time - we delivered the whole project from brief to installation in less than 4 weeks.

Visual merchandising adds value to products by displaying them in a way that not only better exhibits the product but can also achieve other goals – such as elevating the products so that they look more premium. This is important for a couple of reasons: Firstly, to introduce higher price point merchandise (and ranges with better margins), VM is used to better align the product with its competitors. This raises the perception and matches the customer expectation associated with higher-priced goods. Secondly, as current product ranges expand, they also need to look desirable and be displayed in a suitable manner accordingly.

The Destree install was only supposed to be a month-long retail activation pop-up, but because of its huge success; it is now going into its third month in Selfridges. This is why we believe in understanding the customer experience/journey because it can make all the difference which is reflected in the extension of this retail activation pop-up.

Give us a call at +44 (0) 2079 938066

Or email shereen@northbanks.co.uk



The brief

To create Destree's first retail activation pop-up in Selfridges London (The first outside of France) that hero the products and allow interesting visual merchandising product presentation and display.

Brand

Destree is a Parisian fashion brand known for its architectural pieces and a play on volumes, geometry and asymmetry, in line with their distinctive 'totemic-style' accessories.



Therabody

Design4Retail deliver a trio of Therabody shop-in-shops at select JLP destinations!

Design4Retail implemented a trio of shop-in-shops at select John Lewis locations – Bluewater, Cheadle and Oxford Street – to showcase Therabody's growing product suite of world-leading wellness solutions!

The client's brief was simple: to design a shop-in-shop concept for three different JLP department store footprints that would complement Therabody's existing US design concept. It was vital that each shop-in-shop was designed in a way that would allow for the inclusion of product demos supported by strong educational tools; the utilisation of Therabody's existing material palette; and the integration of tablets to display digital product catalogues, alongside other digital innovations.

The design agency struck upon an initial 'Mood Direction' that embodies the wellness aspect of the Therabody brand, which included a natural colour palette that would adhere to the brand's empathetic nature, and really allow Therabody products to shine in their respective categories. Guided by the brief and an understanding of the brand, Design4Retail's colour and materiality proposal consisted of a harmonious mix of oak slat walls, black matt finishes, foliage, black slatted timber, and grey concrete textures.

They applied this creative direction to a selection of retail systems – from a plinth, event board, product counter and play table, to a base unit, seating, and a central wall display – with each shop-in-shop using a kit of parts tailored to its specific location. Branding elements can be found throughout the spaces, from high-level branding consisting of both illuminated and non-illuminated Therabody logos, to black branded mats and aspirational lifestyle imagery. The incorporation of seating, an event board, digital touchpoints, and product trialling opportunities, among others, creates a customer journey that encourages visitors of the shop-in-shop to fully immerse themselves in the Therabody brand.

Design4Retail considered the pathways of shoppers and their main lines of sight as they approach the Therabody shop-in-shops. This allowed for the optimisation of brand visibility and ensured that Therabody's hero products are sitting pride of place within all three JLP locations. The agency also ensured that the configurations of the shop-in-shops inherited sufficient walkway space between fixtures to make for an enjoyable shopping experience, alongside creating an open and un-cluttered visual presentation that embodies discovery, community, and wellness!



Barnardo's Summer Campaign 2022 Fashion For All

D4R supports Barnardo's with the launch of their biggest retail brand campaign to date!

Design4Retail were invited by children's charity, Barnardo's, to help create a campaign toolkit for their summer campaign.

"Fashion For All is here and sets out to demonstrate that no matter what your age, style, size or budget – there is something amazing to be found for everyone in your local Barnardo's store this Summer!" – Charlie Enright, Head of Retail Marketing

The retail design agency put forward a handful of creative concepts championing diversity and inclusivity deriving from a deep dive into the marketplace landscape, consumer profiles, and core campaign drivers to guide the creative avenues which incorporated mood directions, colour palettes, taglines, and more.

Upon getting together with the brand and understanding their preferred creative direction, they applied the confirmed creative to a campaign toolkit inclusive of superstore window displays, window posters, event invites, A4 strut cards, hanging tags, and shelf edge strips.

Design4Retail Ltd
hello@design4retail.co.uk
www.design4retail.co.uk
+44 (0) 1455 203 352



Annabel's

The members club Annabel's in London's Berkeley Square has unveiled Annabel's for the Amazon façade, in partnership with The Lost Explorer Mezcal, to highlight the deforestation crisis.

The façade has been designed to educate members and passers-by on the importance of Amazon conservation efforts and the effect that its rapid destruction is having on our global ecosystem.

The façade features large-scale jaguars, an animal under threat as a direct consequence of destruction in the Amazon. Amongst flora and fauna, the jaguars sit on the display surrounding a waterfall, created using water that has been stored in a tank and is continuously circulated around the façade. The materials featured in all of Annabel's displays are kept, recycled and reused by the creative team to re-imagine future façades.



Fortnum & Mason

As the world mourned the loss of Queen Elizabeth II in September, organizations with ties to the royal family expressed their gratitude for her patronage.

In a touching tribute, Fortnum & Mason, the upmarket store that served as the royal grocer, reacted immediately on hearing the news and 'blacked out' their windows running along Piccadilly and Duke Street.

The corner window was devoted to her Majesty with a landscape image and supporting text, printed on gold vinyl. This was a fitting tribute which drew the crowds as they walked along Piccadilly. Please accept our apologies for the reflection.



As a mark of our respect for the extraordinary life and reign of Her Majesty Queen Elizabeth II, our windows will be covered until further notice. Thank you.



Liberty of London

The Liberty Christmas Shop opened its door in early September.

Year after year, the regular fans of Liberty travel far and wide to walk the floors of this London iconic landmark and to browse and shop.

From decadently embellished glass baubles and rustic wooden ornaments to Christmas crackers and London themed decorations, immerse yourself in a world of festive wonder and cheer.

The Christmas Shop is located on the 4th floor of this Tudor-revival building. The store is filled with high-end fashion, luxury homeware, beauty hall and has its own fabric line. Liberty is amongst one of the best stores in London with its charm and creaky floorboards.



Petter Pharmacy

A touch of bronze has come to Petter Pharmacy with this Autumn concept.

This independent pharmacy chain which has its flagship store based in Crouch End London, is well known within the local community for its fun and interesting windows that are changed on a regular basis.

This concept consisted of bronze sequin panels (available from Shimmerwalls), assorted beauty inspired graphics, burgundy fabric mixed with tan textured PVC with an abundance of acorns. Small fans were fitted to the ceiling grids above the windows to make the sequin panels shimmer and bring theatre and life to the windows. As always, the Creative Download VM team dress each product range using the pyramid grouping method. Product ranges include: Caudalie, Somerset Toiletry Company, REN, Solgar and L'Occitane.

“Our windows attract great feedback from our customers and passers-by” says Jayesh Patel (co owner of Petter Pharmacy) “The ideas and concepts that Creative Download create are superb and for an independent retailer, it is commercially viable to have our windows dressed by a professionally trained team. It certainly lowers my stress levels by not having to worry about our store frontage”

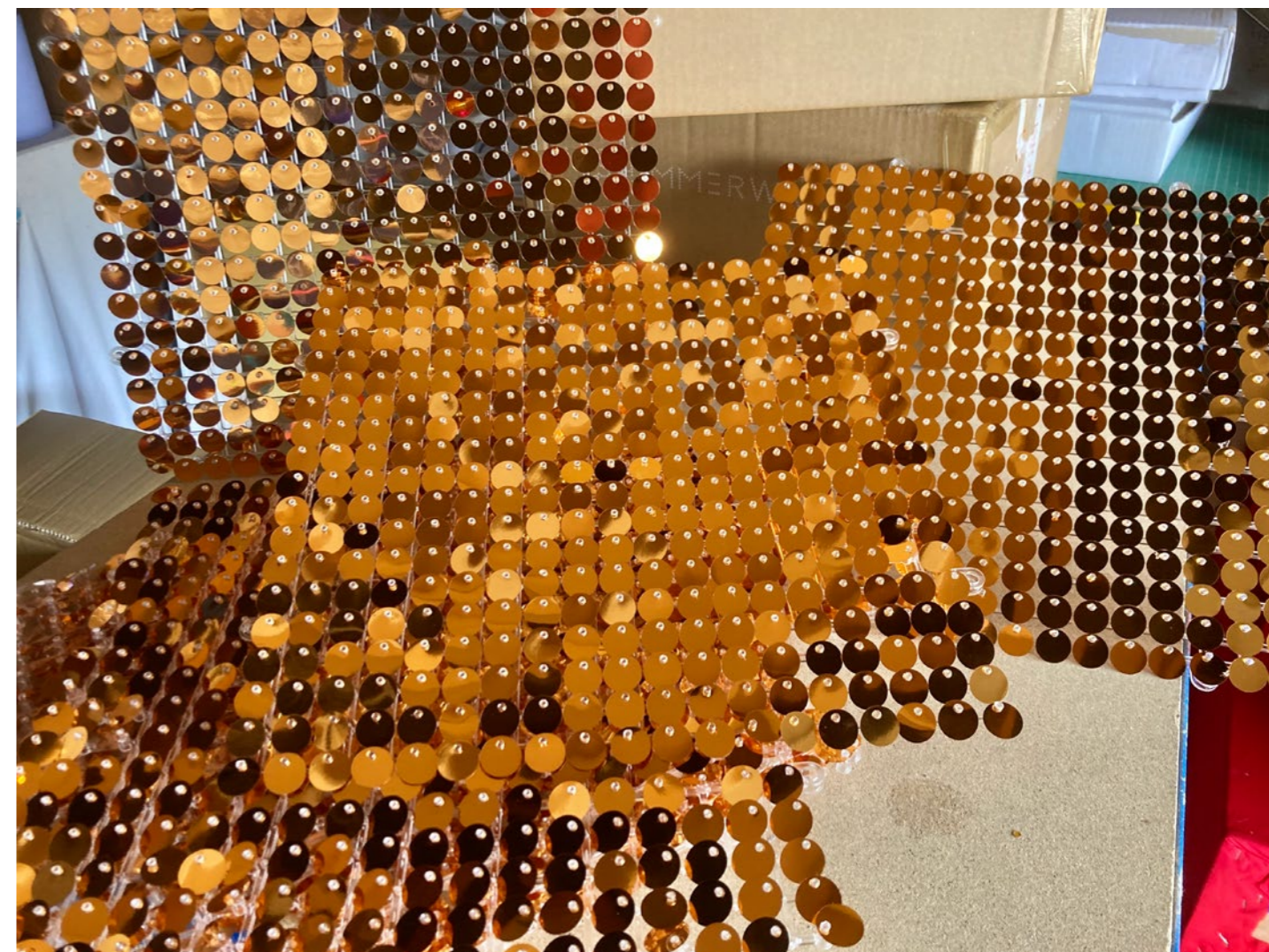
Shimmerwalls is a Corporate Member of The British Display Society and they supply to many retailers and work on a many other projects.

Check out their website: www.shimmerwalls.com to view the range of colours available.



CREATIVE DOWNLOAD
VISUAL MERCHANDISING CONSULTANCY

www.creative-download.co.uk



ANTALIS' SUSTAINABLE SUBSTRATES FEATURED IN DR MARTENS' STORE

DR MARTENS' NEW 'TEST AND LEARN' CONCEPT STORE USES ANTALIS' SUSTAINABLE SUBSTRATES TO MEET ENVIRONMENTAL BRIEF.

The interactive new Dr Martens test and learn concept store on Carnaby Street, London, exemplifies impactful, sustainable retail display, showcasing impressive POS imagery and interior branding using a range of Antalis' large format environmental substrates.

The store design and fit-out is the result of a collaboration between Leeds-based specialists in wide-format printing and signage, Imageco, and their client, Syn Retail. Imageco has recently become a certified Carbon Neutral Printer, helping Dr Martens meet the sustainable brief set out for the store.

The brief from Dr Martens incorporated the creation of a range of sustainable POS and interior decoration which moved away from traditional PVC-based products. Dr Martens had a clear vision for the design and sought expertise in specifying suitably sustainable materials. Antalis is committed to continuously expanding its portfolio of eco-friendly materials, and with the expert consultation support from its Specification Consultant, the selection of suitable materials for this brief was made easy.

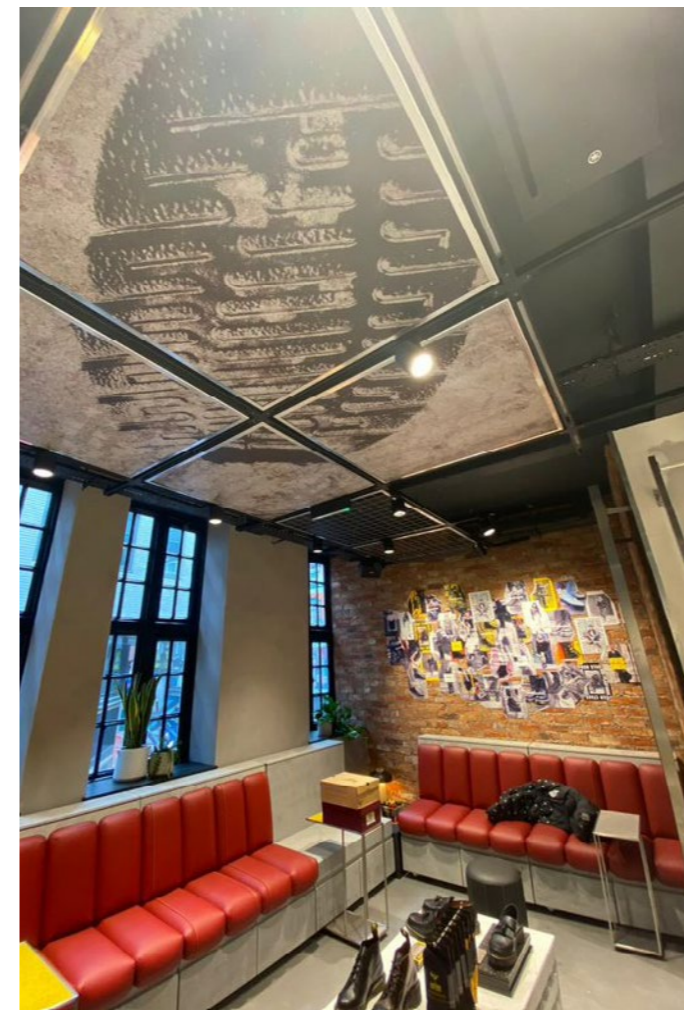
Several products were selected from the Antalis Visual Communications range for the Dr Martens concept store, each being more environmentally friendly alternatives to traditional materials without compromising quality for interior decoration and signage. Katz Display Board was used for internal displays as a wood pulp, fully recyclable instore solution. Katz is manufactured using a sustainable production process that delivers quality as well as being dimensionally stable.

For the store interior, Xanita Print panels were used. Available in both Xanita Print and Xanita Kraft, the reusable and recyclable product is a lightweight, customisable, high-strength fibre board which can be used for a vast array of applications, from POS and basic signage, to 3-dimensional structures, shop fittings, exhibitions and furniture.

The expert choice of materials means that when the store interior is updated – typically every six weeks or so – instead of being sent to landfill or for incineration, the POS and other display items can be reused or disposed of in paper recycling streams.

Managing Director at Imageco, Nathan Swinson Bullough, comments: "Antalis' eco-friendly materials were perfect for this project. We regularly refer to their Green Star System™ to help us understand the environmental credentials of each product and their recyclability at end of life. Katz Display Board worked well for the internal POS as it's extremely rigid, with a vibrant finish. Xanita Board is really versatile and we now use it for a wide range of applications as it brings even the most creative 3D design to life!"

For more information, please visit www.antalis.co.uk or contact Antalis on contact@antalis.co.uk or 0370 607 9014



Luis Trenker

Bolzano, Italy

Window Display Project

The Retail Project has, as its objective, to represent in a clear and immediate way The LUIS TRENKER Brand, its identity and its F/W 2022/2023 collection.

An inspiration that starts from the product and its Life Style which, in this case, takes on Classical, British/Academy tones, without forgetting the territory in which the company has its origins and from which its style originates. (Alto-Adige - Italy). The Bookcase is the "Leitmotiv" of this setting, which becomes the perfect "Frame", creating a comfortable and welcoming setting, interacting also with the interior furnishings of the Store and becoming part of it. An invitation, not only to appreciate the beauty of the product, but also "the beauty of reading and to knowledge".

- Store Bolzano: Materials used: Feather Sandwich Panels (laminated PVC) with double-sided printing.
- Store Merano: Printing on polymeric adhesive vinyl.

Thanks for the valuable collaboration: ADV Studio Bolzano

Silvia Chialli



The Seasons To Be Jolly

Yarnton Home & Garden

It has been so wonderful to see how Autumn has been celebrated as a season in its own right this year. As a seasonable business this has been really evident across all the garden centres, large and small, and is certainly no exception for Yarnton Home & Garden.

This special season has seen the in-house Visual Merchandising team Autumn dressing the various departments across the centre to great effect and is being much appreciated by our customers, adding to that all round sense of experience and inspiring them to buy.



Inspiration for us in the VM world of course comes in all sorts of guises, but a good place to start is Autumn Fair early in September.

<https://www.autumnfair.com>





Always a source of some wonderful examples of good VM and companies who really do value the importance and expertise involved.

These fairs are also collaborating so plenty for the fashion industry to see too ...

<https://www.moda-uk.co.uk> Moda - The ultimate Fashion destination.

Which brings me nicely on to highlight these fabulous Autumn Colours in our recently launched Yarnton Boutique! A great collection curated by Bryony Taylor Edwards and endorsed by two stylists at the recent launch party ... any excuse for some bubbly!

We're just loving this season's colour Orange!!! The beauty of this is that it leads very nicely into our Christmas set up with some spiced oranges to follow ...

Happy Visual Merchandising All!



Laura Freeth, Events Co-Ordinator



Jason Brown ABDS



Gemma Tustin, Visual Merchandiser

Ceilia Leeson Cox FBDS
 Visual Merchandising Manager
 Yarnton Home & Garden
www.yarntonhomeandgarden.co.uk

British Display Society Industry Expert Interview

Barbara Chapman FBDS talking to industry expert,
Kerry Meakin

Programme Chair BA Visual Merchandising & Display,
BA (Hons), MA, MIDI, PhD, Honorary Fellow BDS



In this edition we are chewing the fat with Kerry Meakin, a highly esteemed and experienced lecturer in visual merchandising. I first met Kerry last year at Dublin TU in my guise as a Director of The British Display Society. Both myself and our chairman went to visit the college to meet with students and present BDS awards to the winners. It was such a joy to meet with Kerry and the students and view their amazing work. I was struck by Kerry's passion and energy. She's a true inspiration and I really enjoyed watching her at work interacting with her students. I was blown away. Fast forward to September this year and I thought she'd be a perfect candidate for me to interview for these BDS Spotlight Q's & A's. I think you'll find this an inspirational and inciteful read. So tell us.....

Q.1
Kerry, can you give our readers a brief description of your career path from your studies up to where you are now?

A.1
I don't know if this can be brief, but I will try! After finishing school, I started as a junior window dresser aged 17 for an Irish boutique chain. I handed the trained window dressers pins, ironed clothes, and swept and cleaned window floors for the first year! Basically, learning through observing and gradually taking on tasks. After a few years working with fashion, I worked as a member of a display department for the Dublin department store, Switzers. This involved working with all types of goods, pots and pans, cosmetics, children's and menswear, furniture, etc. The display department was also involved in in-store displays, special events, and creative animated window displays, which drew huge crowds in the run-up to Christmas. In the late 1980s, I moved to London. I briefly worked in the display department Army & Navy department store in Victoria. I was called for an interview as a display artist at Harvey Nichols, a store I had never previously set foot in. After a delay on the Tube, I was late and did not have time to look around the store. I dashed up the escalators, and during the interview, I ranted about how much I loved working with homeware to the amusement of the Display Manager. Only after the interview did I realise Harvey Nichols was all about fashion. Needless to say, I did not get the job. So, learn from my mistake, and do your research!

However, I was studying Interior Design part-time, and a more suitable role came up as a display manager in Habitat. This was for a new Habitat retail concept, a large out-of-town warehouse-type store near Park Royal in London. Before the opening, I trained in the Habitats in Kings Road and Tottenham Court Road. It was great to meet Terence Conran, the founder of Habitat, at the store's launch. After a few years, I returned to Dublin and my previous display role at Switzers. When Habitat opened in a large stand-alone store in Dublin in 1994, I became the Visual Merchandising Manager. I spent a few months commuting between London and Dublin before the store opened and worked in Habitat, Hammersmith. In 1997, with three children to look after, I left full-time employment to run my own business. This allowed me to work when suited and take time off when I needed it for family reasons. I had a weekly contract for display at HMV for one day a week, which was quite lucrative. I also worked for retail clients all over Ireland, primarily furniture and homewares.

By the late 1990s, County Enterprise Boards asked me to deliver display training sessions. At the same time, I wrote a six-week evening class in display fundamentals. I approached a private design college and negotiated a contract to deliver it on their premises. Being the only kind in Ireland, this evening class became very successful. During the 2000s, while working freelance and teaching part-time, I also studied for a full-time Honours degree in Interior Design at Dublin Institute of Technology (now Technological University Dublin). After graduating in 2008, I was approached to teach on their new BA Visual Merchandising & Display degree. Due to teaching full-time, I undertook an MA in Higher Education to make sure I was a qualified teacher. I graduated with my MA in 2010. I became Programme Chair of the BA Visual Merchandising & Display in 2014 and have constantly worked on improving the programme. From 2016 until 2022, I studied for a PhD at the Kingston School of Art, Kingston University.

Q.2.
How did you find your apprenticeship with Switzers? Did you find it invaluable and did this contribute to you wanting to be involved in Worldskills later on in your career?

A.2.
Absolutely, learning by doing is by far the best way. The WorldSkills VM competition places competitors in a highly professional environment. For the Nationals, VMs compete against others from their country. National competition winners then compete with other VMs from all over the world at the WorldSkills. This may sound daunting, but it is a highly supportive environment. Young people get to meet and see what other VMs from around the globe are doing. They get to view others' skills and show off their own. For the WorldSkills examiners, it is a great environment, meeting people who work and teach in your skill. I have been fortunate to meet some fantastic colleagues, including Julianne Lavery from WorldSkills UK. Unfortunately, despite efforts to raise funding the UK has dropped VM from the National and International competitions due to a lack of sponsorship! Ireland is heading the same way, we desperately need a global retailer to step up the mark as a sponsor.

Q.3.
What was it like working for Habitat in its heyday? What did your role entail, your responsibilities and the duties you carried out?

A.3.
Habitat in the late 1980s in London was a very fast paced environment. There were guidelines, but also a lot of autonomy regarding the displays you could create within in your store. I was in charge of the displays in a massive warehouse, and I particularly loved creating vignettes, pulling together styles. There was a collaboration with William Morris at the V&A at the time, so there was wallpaper, and other products with Morris patterns on. I still have a duvet cover, as a memento! When Habitat opened in Dublin in 1994, it was incredibly successful. The turnover was much higher than expected. Most of the time was firefighting to get products on to the floor, and it sometimes felt as if display had to take a back seat.



A behind the till display at Habitat, Hammersmith 1994.

Q.4.
How and when did you get involved with Worldskills? Tell us a bit more about the facts behind them?

A.4.
Until 2014 I had never heard of WorldSkills. A University colleague approached me and told me about it. I started by running National VM competitions in 2015. I was lucky enough to be an observer in 2017 when I met the international VM community of practice. It is a wonderful event for teachers and young people to participate in. For winners, it can be life-changing. It started in Spain in 1950 due to a skills shortage after the Second World War. It has now developed as the Skills equivalent of the Olympics. Many countries take part in the international competition. We need VM to be there. Have a look at <https://worldskills.org/about/>



The international community of VM Experts and competitors all exhausted at the end of WorldSkills in Kazan, Russia in 2019.

Q.5.
Tell us more about how you entered into teaching and also the changes you have noticed over the years you have lectured?

A.5.
I was always the member of the VM team who took on the new members and trained them. I loved that part of my role and never felt it was a duty. I never thought I would teach. I was asked to teach by County Enterprise Boards and found out that despite the amount of prep, I enjoyed it. However, as I did not have a third-level education, I enrolled in a full-time degree to learn and observe teaching techniques.

Q.6.
You've recently written a paper. Can you tell us more about that and what it includes? Also where our readers can find it online so that they can read it also?

A.6.
As part of my PhD studies, I have presented at conferences, symposia, published papers, and a book chapter. 2019 was an opportune year for me as it was the 100th anniversary of the Bauhaus. During my research, I found some interesting links between window display and the Bauhaus, so my Abstracts were chosen for international conferences. A paper in the Journal of Design History and a book chapter in Bauhaus Effects in Art, Architecture and Design came from these presentations. I have also published an Open Access paper in the History of Retailing and Consumption journal on women in display during the inter-war period.

Kerry Meakin, 'CHORD blog – 'Women in display: highlighting professional female window dressers in Britain during the 1920s.' June 10, 2021, accessed July 13, 2021, <https://retailhistory.wordpress.com/2021/06/10/display/>

Kerry Meakin, 'The Bauhaus and the Business of Window Display—Moholy-Nagy's endeavours at window display in London.' Journal of Design History (May) 2021; epab019, <https://doi.org/10.1093/jdh/epab019>

Kerry Meakin, 'The Bauhaus and the Fundamentals of Window Display.' In Bauhaus Effects in Art, Architecture and Design, edited by Kathleen James-Chakraborty & Sabine T. Kriebel, 58-79. New York: Routledge, 2022.

Kerry Meakin, 'Women in British window display during the 1920s and 1930s.' History of Retailing and Consumption(November) 2021; DOI: 10.1080/2373518X.2021.1982532

Q.7.
Tell us more about your PhD studies?

A.7.
My PhD is on The Professionalisation of Window Display in Britain, 1919-1939: modern styles, associations, and education. As Ireland was undergoing significant changes during the inter-war period, becoming a Free State, I concentrated on Britain. Changes in Britain filtered through to Ireland. I felt it was necessary as a third-level lecturer at a University that I have a doctoral education. The VM students learn Design History. However, although there is a history of graphic design, interior design, and other applied arts, there was none on display. I undertook archival research training at the National Archives in Kew and conducted primary archival research in London and Berlin, which has unveiled the rich history of British display, some fascinating characters, and its international links. There will be a book!



An image from my research. 'Excellent examples of modern display executed by the Derby School of Arts and Crafts,' *Display* (1935).

Q.8.
Obviously Covid made a huge difference to your students studies. Were any of those changes that were made so helpful that you've kept them in place?

A.8.
It was very difficult to teach the practical part of the programme. We applied, and got special permission to bring each year on to campus for one day a week. My colleague undertook this and she organised it so well, that there was not a single case of Covid. We are fully back on campus and are very glad of that.

Q.9.
TUDublin where you teach is a BDS Centre of Excellence. I myself visited last year and I have to say what a high standard of work your students produce, so Congratulations! Can you tell us more about how you became involved with the BDS?

A.9.
I met with Alan Springall to speak to him about the BDS Archives at the V&A. He was very interested and very kind and shared some material not yet in the archives. Alan called into the Dublin campus when he was touring Ireland on his scooter! (I hope I got that right, Alan, I mistakenly called it a moped once, sorry Alan). Alan was standing down as Chair and put me in touch with Iain Kimmins, who was equally enthusiastic. Iain joined our 2nd-year students and me on a London tour a few years ago. I spoke at a BDS symposium at the University of the

Arts London in September 2019 and was able to share some of my research.

Q10.

Tell us, what does the future hold for Kerry Meakin and the Dublin TU?

A10.

Watch this space! The First British Exhibition of Commercial Display was held in 1922. There were international visitors, including the President of the American display association. I hope the international VM community will come together for a Convention over the next twelve to eighteen months. We have many things to discuss, including a change of name and the future of VM, and we need to make retailers understand the importance of our skill. I met someone recently who said, 'you should have a debate on the world without VM and how much visually poorer it would be.' To achieve this, I need help from the BDS and other international societies, universities that teach VM, display practitioners, and retailers.

Alongside running the programme at TUDublin and teaching full-time, I am working on two papers that came about from conferences earlier in the year. The first paper is on Irish display from 1922 to 1939 and the Irish diaspora that had a huge effect of display in America. The second paper was from a conference in Germany and is on the Koester School of Window Dressing in Chicago in the early 1900s, a school that had a profound effect on British display teaching in the 1920s.

On a TUDublin note, I have written a Level 8 (Honours) add-on year option focusing on Retail Futures. Fingers crossed, I get approval!

I would like to thank Kerry for taking time out of her busy schedule to share such an amazing career with us. A true inspiration!



Barbara Chapman FBDS
Visual Creative Consultant & Stylist
Associate VM lecturer
07718334337

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

bds

VM SPOTLIGHT

Christmas Issue

**Feature your Christmas Designs
and Windows in the VM Spotlight
special Christmas edition.**

**Send by 19 November to
admin@britishdisplaysociety.co.uk**



Flyvision in the world of museums!

The majority of Flyvision displays impress the public in the luxury world, within the business sphere.

We accompanied Christian Louboutin's Oeuvre Exhibition from the Museum of Fine Arts in Paris to the Grimaldi Forum in Monte Carlo with fantastic "floating women's shoe"

We were also in Dubai, with the Sheikh's "floating" Golden Hand! At Christmas, the shop-window of Harrods also became an exciting project.

We could list our amazing business solutions endlessly, but this story is about something else. In November, at the Munich Museum Technology Exhibition (MUTEC), we will present a special segment for those who like the world of museums, exhibitions, and private collections. We try to dazzle those interested with many unique and innovative ideas!

For more information, please visit our website! www.flyvision.hu

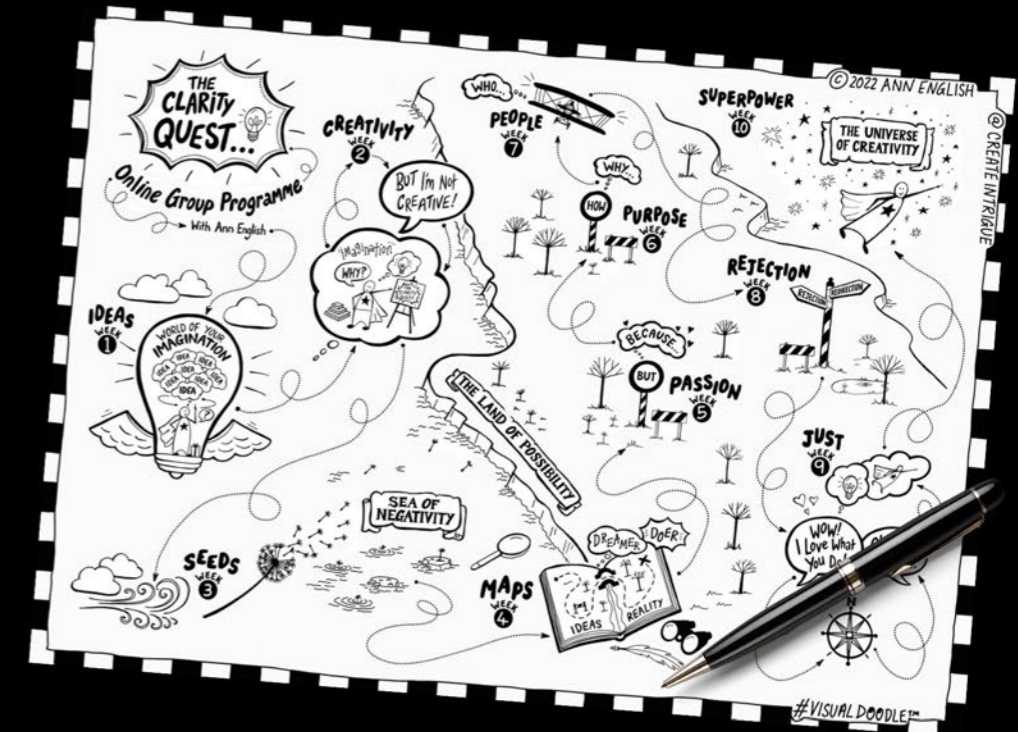


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Whether you have a long run of windows or want to group a few items together, you'll need these basic building blocks and golden rules of display to create impact and to make people stop, look, and engage with you and your message. This online course 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!

Click the QR code to find out more!



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



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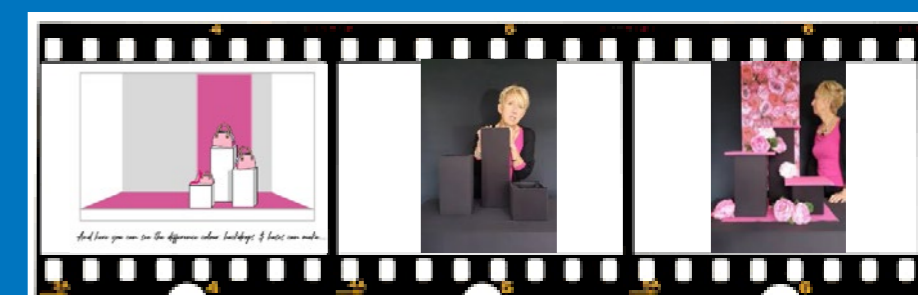
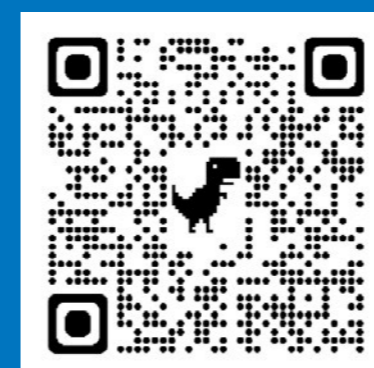


Let's get thinking!

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 really inspired to use these ideas in our business"



£150

Subtitles coming soon!

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.

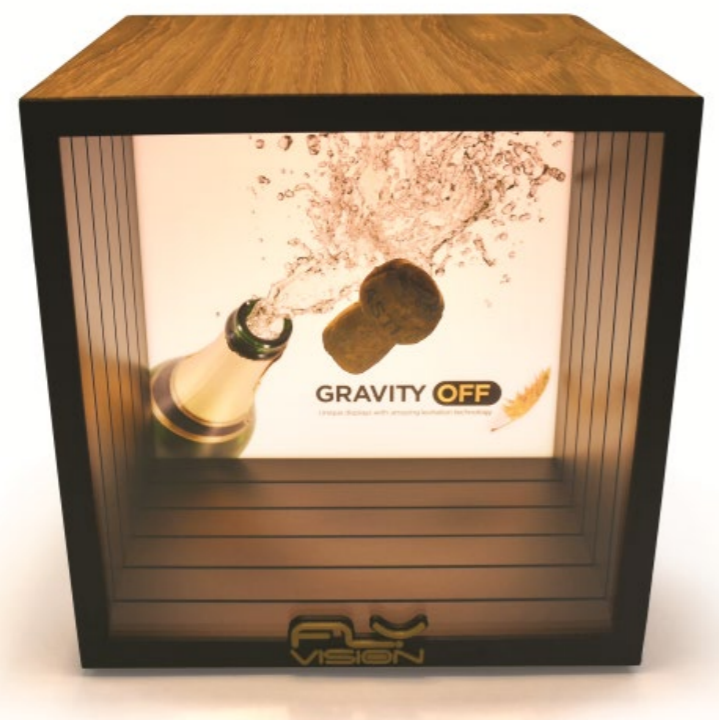
As a result of our creative collaboration, we have created another stunning Flyvision display. Throughout the collaboration, we have developed a growing sympathy for each other and, thanks to the continuous innovation potential of the Flyvision solution, we have found new solutions and sales opportunities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



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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.

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Creativity requires a bit of MADness...



mad

Peluca Studio

Recently, 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 and we can work with you to realise your hair and beauty needs for your mannequins.



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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.

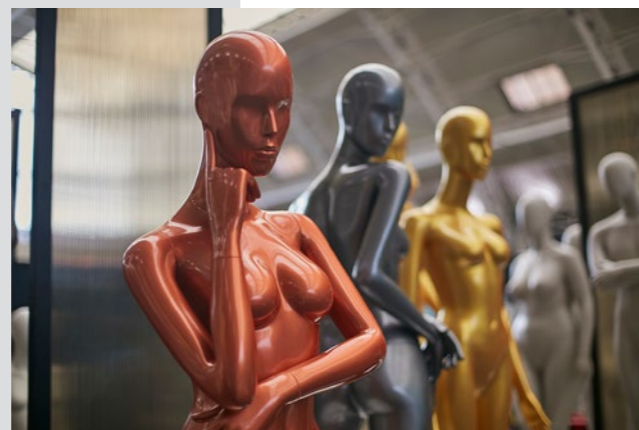
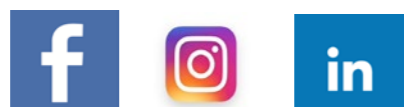
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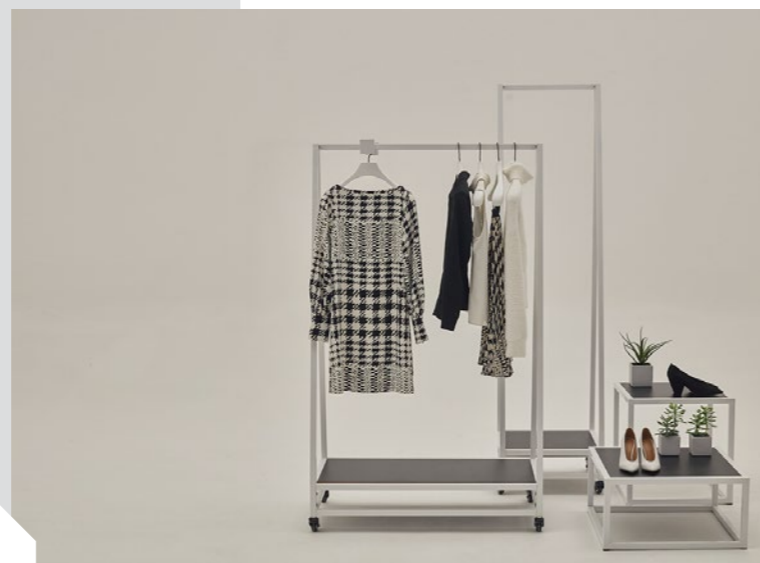
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Piccadilly female mannequin range shown at the VM & Display Show 2019



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Westminster furniture range which is available for purchase or hire

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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
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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.

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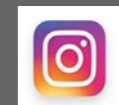
Course includes;

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Q & A

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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.

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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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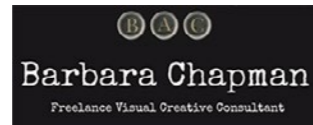
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Verve Arvola ABDS

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

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Barbara Chapman FBDS
VM Consultant

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

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Krishna Antolin ABDS

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Meet The BDS Leadership Team

The BDS Leadership 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.



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

Email: liz@strictlyvisualdisplay.co.uk



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