



Welcome

Welcome from the Chair



Welcome to our annual Christmas edition where we celebrate some great seasonal installations.

Each year we enjoy discovering the Christmas trends and indulge in the licence to use glitter, lights and sparkling decorations in many installations.

VM breathes new life into dark winter months in the high street. Colourful well-designed windows mark the start of seasonal shopping drawing new and old customers back to the stores. Christmas windows have become a traditional part of shoppers' experience.

The Christmas concepts range from London and all the way to New York, Dublin, Amsterdam, and the Far East! You'll find great designs that are traditional storytelling, have clever use of vinyl and lighting, re-cycling, natural greenery, spacemen and snowmen.

So, I'll not hold you up reading anymore of my message as I want you to enjoy this edition.

Wishing you Season's Greetings and a very healthy and successful 2023.

Iain Kimmins FBDS
Chair

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Newsletter Editor

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

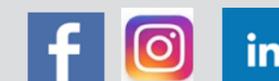
Chairman

Iain Kimmins
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Copy deadline, February issue
19th January

Email: admin@britishdisplaysociety.co.uk



Just My Look

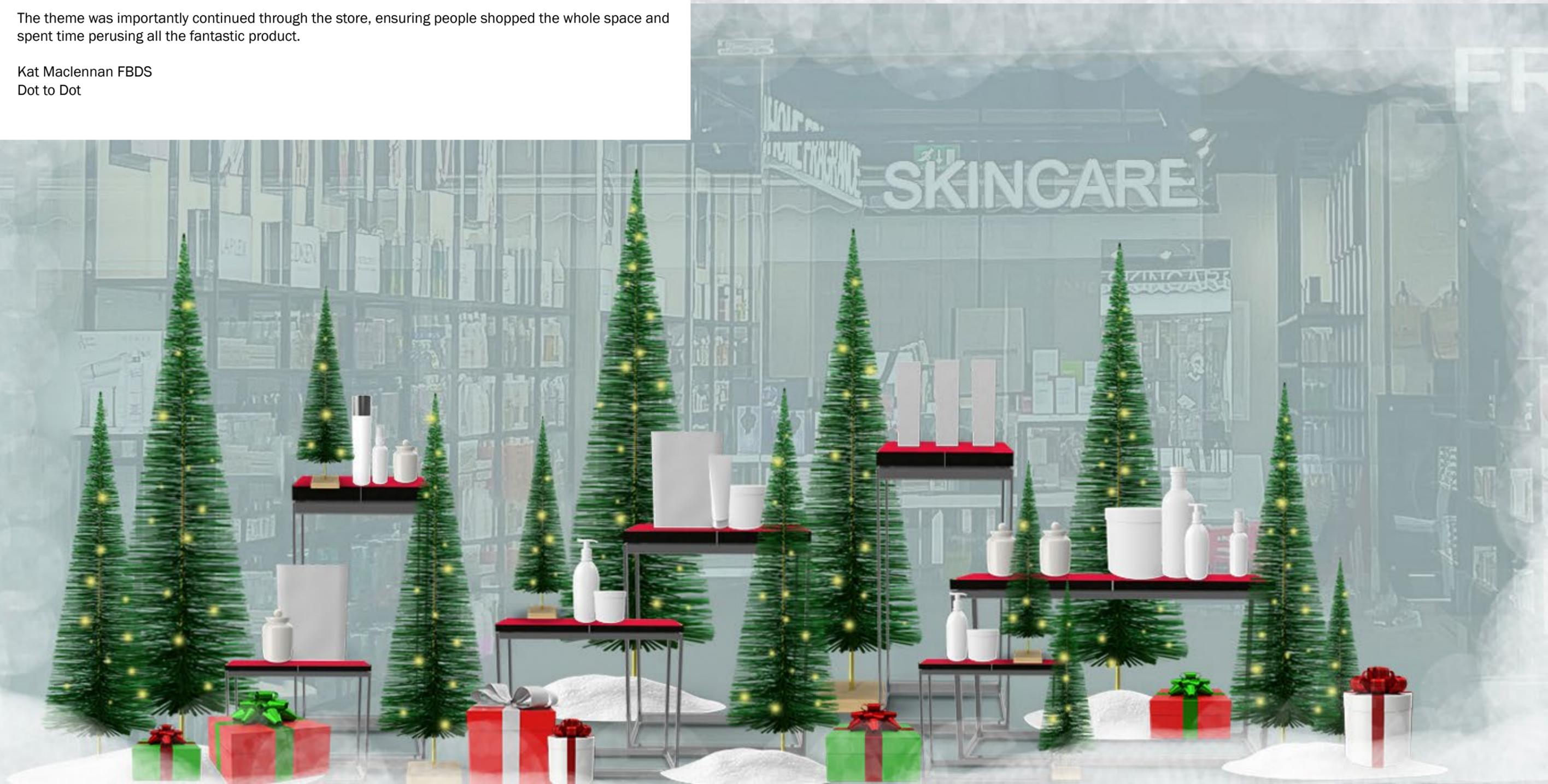
From inspiration to implementation. A winter wonderland Christmas gifting window was the brief that was delivered for the cosmetic brand that has a strong online and social media presence and has just embarked on opening retail space.

A forest of twinkling trees, snow, lights and glitter, what more could you ask for to get customers into the Christmas spirit and encourage them to make a purchase. A flexible display was developed showcasing a range of gifting ideas that can be easily refreshed though out the season.

We spent an amazing day implementing the scheme and documenting the process, creating content, sharing the story with customers. Lots of Christmas music and got us in the festive mood.

The theme was importantly continued through the store, ensuring people shopped the whole space and spent time perusing all the fantastic product.

Kat MacLennan FBDS
Dot to Dot





Harvey Nichols Christmas Windows 2022

Harvey Nichols has come up trumps once more with another eye-watering, all singing all dancing festive window display. And The Graphical Tree is so happy to be involved in their production again this year.

The visual merchandising team from the world-renowned department store asked The Graphical Tree to print and produce a host of supporting vinyl stars and graphics for installation across its flagship Knightsbridge store and the Leeds store. That's a lot of stars and windows. Our production brief involved cutting brushed silver decals and latex printing to matt silver and gold vinyl. Each printed piece had a texture laid to each of the large panels which were composited together on-site at the time of installation. The shapes were positioned to create giant stars interlaced with LED lights or geometric panelling as a decorative element at the top of the huge store windows.

Each different vinyl used needed sampling before sign-off. There are a myriad of metallic vinyl to choose from including brushed, matt, and mirrored surfaces. We produced a variety of samples with varying degrees of ink coverage to see how the colours and textures would be visible when in situ. Working closely with the VM team we were able to choose a set of printed vinyl star pieces to use for the Christmas window displays. Once signed off, and the printing process complete, the vinyl shapes were backed with black to totally block out the light behind.

Behind the scenes, the in-house Harvey Nichols visual merchandising workshop and supporting prop suppliers were doing their part in putting the pieces of this jigsaw puzzle of a festive display together. The installation is a multi-layered logistical operation with all the component parts coming together to make a visual feast for the eyes, creating a sense of joy and wonder for the December festive holidays.

The Graphical Tree
London
020 7580 4405
thegraphicaltree.com



Christmas Window Display

Victoria Quarter, Leeds

Your window to a little big Christmas!



On behalf of Victoria Leeds Shopping Centre, where you can shop high street to high-end, Design4Retail were commissioned by film and event production service company, Beautiful Productions, to deliver an awe-inspiring, stand-alone Christmas window display.

Located in the beautiful Victoria Quarter – a historically-rich shopping district adorned with high-end boutiques – the big reveal of this magical Christmas activation on the 19th November marked the first of a new tradition for the shopping centre of a Christmas window unveiling ceremony that children and adults of Leeds can look forward to year on year!

Responding to the brief, the design agency put forward three creative directions – “Little Big Christmas”, “Snowglobe”, and “The Festive Feast” – that would engage and excite, present a visual spectacle, and be both locally and colloquially relevant. The client expressed a preference for “Little Big Christmas” where the display would contain miniature models of iconic Leeds’ buildings in which you can peep inside the windows to see human silhouettes indulging in decadent Christmas celebrations. D4R further refined the concept to include explorable moments that both children and adults can discover, from animal-themed vignettes set in underground burrows and a festive train that travels through the playful presentation of recognisable architecture.

Behind the temporary hoarding stood a whimsical Christmas display in a bespoke, free-standing window structure made up of charmingly-detailed dioramas ready to bring the joy of Christmas to shoppers of Leeds!

www.design4retail.co.uk



Mad About Design

Creed Christmas- UK Rollout

Winter came early this year for The MAD People in the form of a contemporary take on a wintry Parisian palace throne room, for Creed.

Supporting Creed on many sites across the UK and Ireland, MAD created almost 200 blue velvet and silver leather pillows as part of the 2022 Christmas executions. Gold crowns sit atop these sumptuous pillows, showcasing a Creed classic, Silver Mountain Water. These palatial pillow stacks serve as an ultra-luxurious tester unit, staged on blue and gold promotional schemes to create opulent and elegant displays.



Say Hello

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hellomad@thepadpeople.com

m

m

Creativity requires a bit of MADness...



Drawing Stuff



Doing Stuff



Making Stuff



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Sizzle Design London

This is one of our favourite Christmas projects installed in a beauty salon. We have transformed the interior space using floral installations in the salon. We have brought sparkle using Natural foliage, Christmas baubles and lighting in the reception area and treatment rooms. We have also used glass panels with golden frames adding festive elements within the original proposed colour theme.

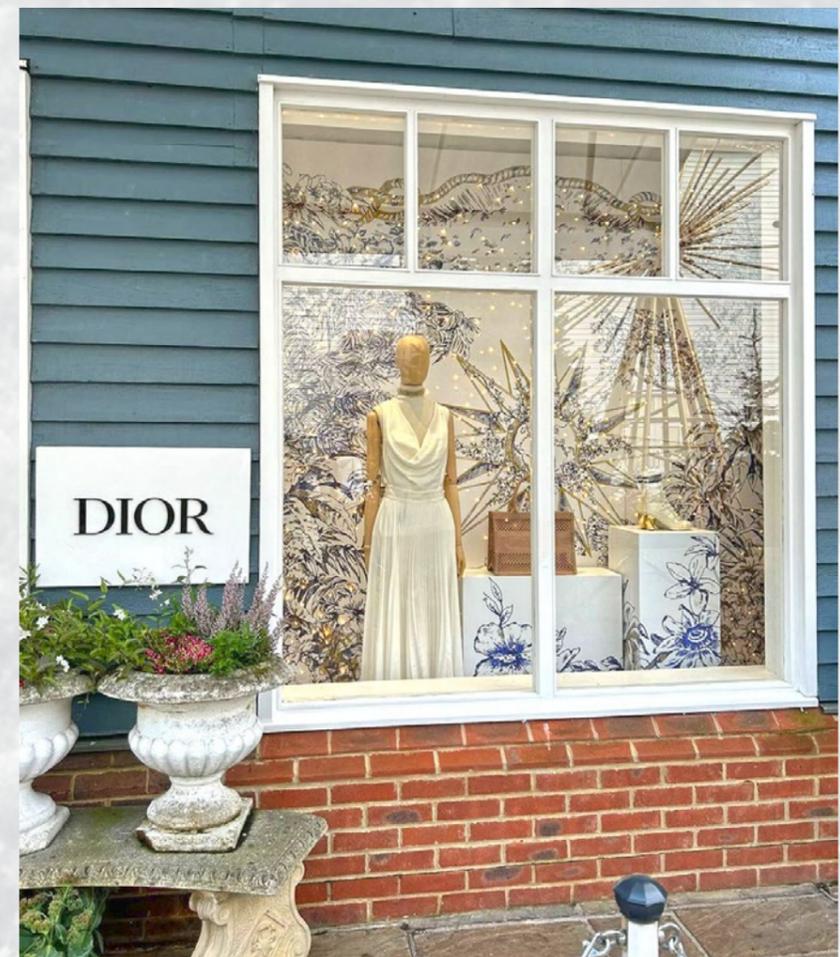
www.sizzledesignlondon.co.uk



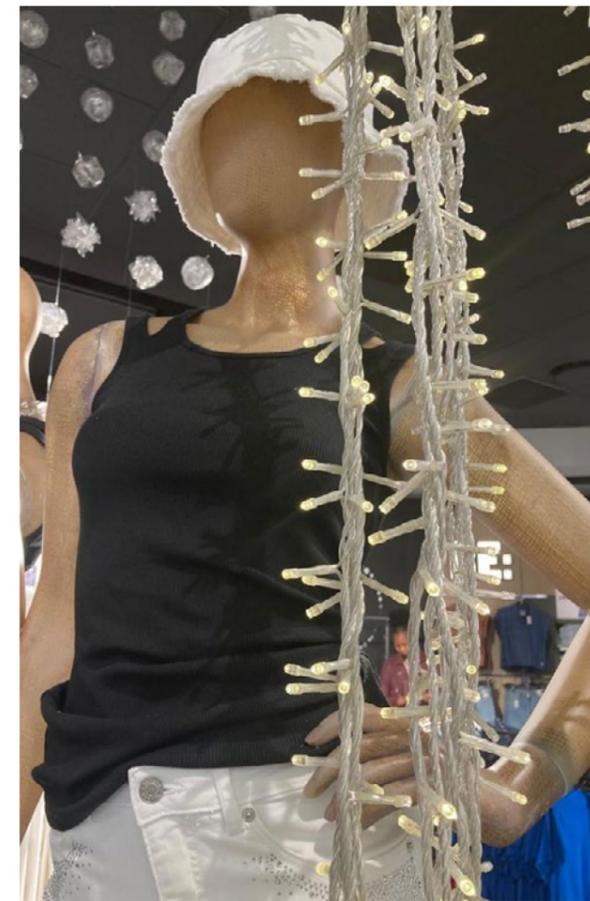
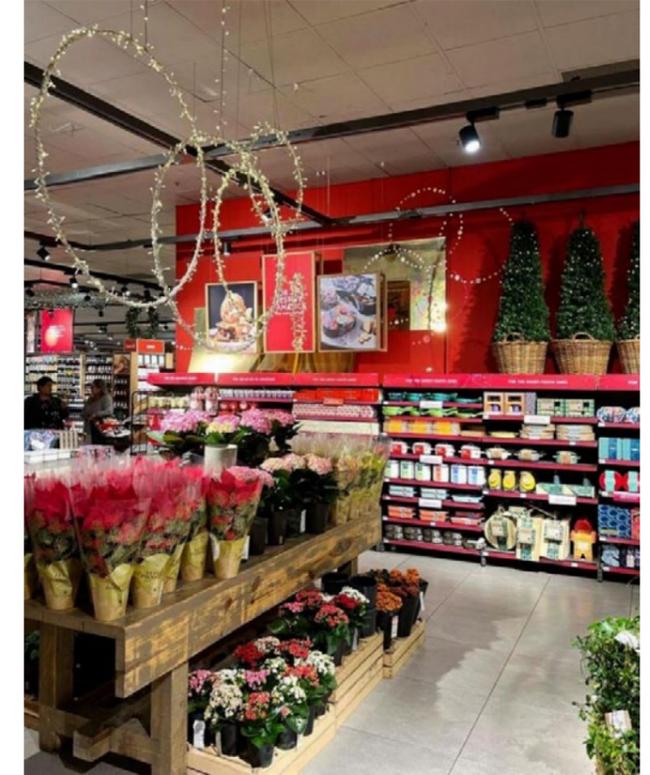
Dior Christmas Windows

Bicester Village Dior store
Installation by 'wearesdi'

wearesdi



global display



Acorn Pharmacy

Berkhamsted

Concept: Space Disco



Space Disco is this year's Christmas concept at Acorn Pharmacy in Berkhamsted. The Creative Download VM Team have had such fun designing, sourcing and installing this concept. As with most Christmas windows, initial ideas started in February - yes February! We presented the concept to the Directors in April, which was signed off immediately. We wanted to move away from traditional Christmas colours such as reds, greens and golds and give the pharmacy store a modern twist on Christmas.

It's great to work with an independent retailer who values the importance of visual merchandising and having their windows professionally dressed.

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VISUAL MERCHANDISING CONSULTANCY



Petter Pharmacy

Crouch End, London

Concept: Unwrap Christmas in Crouch End

This year's concept entitled "Unwrap Christmas in Crouch End" was designed to keep Petter Pharmacy, an independent pharmacy store, part of the local buzz of this community in North London.

Highlighting brands such as Neals Yard, REN, and Caudalie, Petter Pharmacy is the one-stop-shop for great toiletry gifts.

The concept combines great product groupings, a mixture of red and silver fabrics for the various plinths and floor panels together with images of Crouch End mixed with Crouch End street signs.

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Fortnum & Mason Front windows - Piccadilly



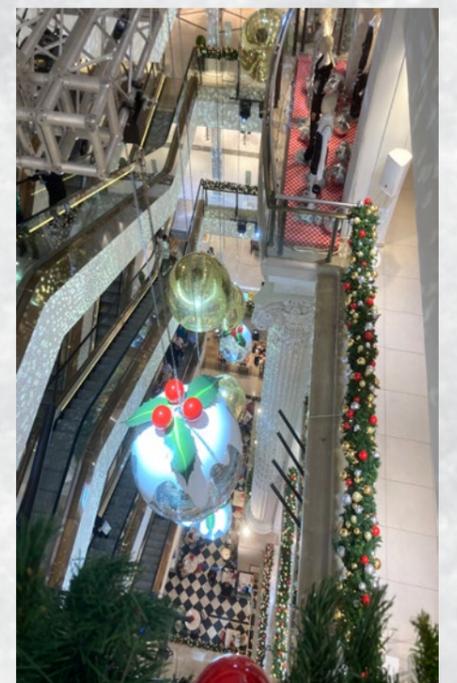
Fortnum & Mason Side windows, St. James Street.



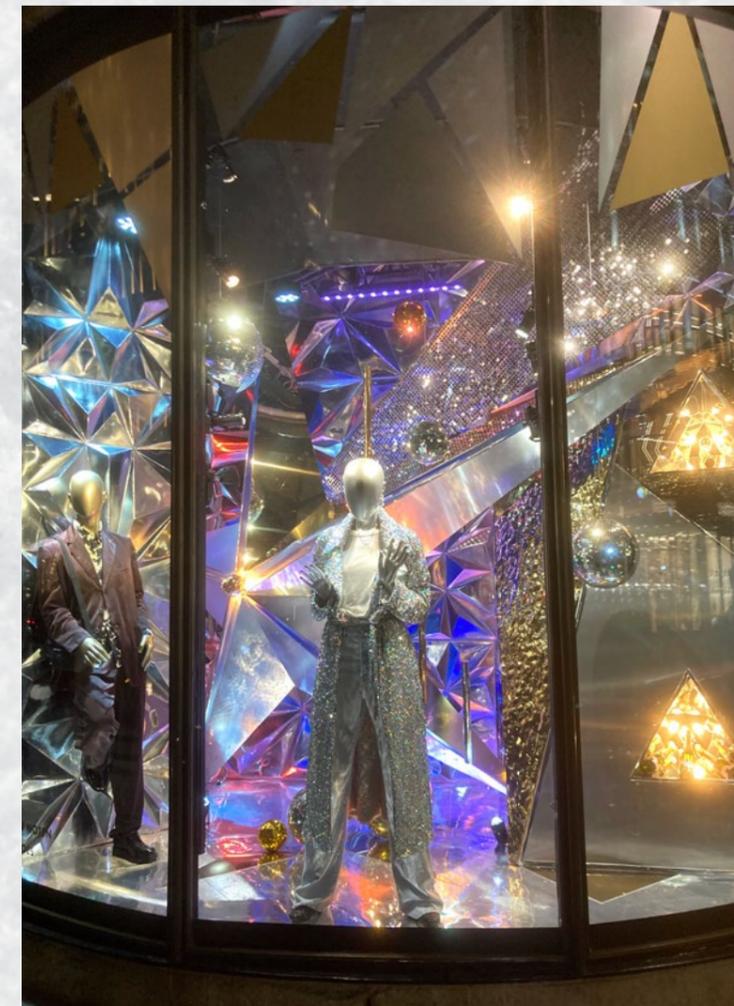
Selfridges Oxford Street, London Concept: Seasons Feastings



Selfridges Oxford Street, London



Harvey Nichols Knightsbridge, London



Loewe Christmas

This enchanting Loewe Winter Wonderland, is decked in hues of silver, green and white.

It makes a real statement the department store Isetan.

*Photos courtesy of Guillaume Davin
Managing Director – Loewe, Japan*





Christmas is a celebration, celebration of our values, the enhancement of people, the respect of promotion of culture, the protection of the environment. This year, we collaborated with 100 women prisoners from 3 correctional institutions of Nakorn Ratchasima Province to make our Christmas trees decoration. I'm very proud of this project which started 1 year ago with my incredible VM team at Central Group.

Photography credit: Philippe Rossetti, Artistic Director, Central Group, Bangkok, Thailand



Hobbs

I'm Nathan Ward, a London-based Image Maker, Set Designer and Animator with a particular interest in handmade objects as a vehicle for realising ideas. I work extensively within the field of paper-craft and enjoy pushing the possibilities of paper as a material. In my South London studio, I create intricately crafted paper illustrations and animations, including large-scale sets, window displays and installations.

This winter, I was commissioned to design and create window displays for the women's luxury clothes brand Hobbs. I crafted bespoke papercraft elements for five of their top stores, including Regent Street, Covent Garden, Edinburgh, Bluewater Shopping Centre and Dublin's Dundrum Centre. Each display evokes the feeling of a woodland floor in winter, featuring pine trees, branches, pine cones, rocks, tufts of grass and frosted leaves. Many of these elements are created in my signature 3D, geometric style, including red-breasted robins, which can be spotted throughout the stores. I collaborated with paper merchant G. F. Smith using their Colourplan and Peregrina Majestic collections to create the bespoke displays. The project took just over a month from concept to installation. I had a dedicated team of assistants helping to bring the project to life in time for the Christmas shopping season. A big thank you to the design team at Hobbs for being such fantastic clients to work with and for being so receptive to my ideas - I'm so pleased with the displays we were able to create together!

Nathan Ward
Paper-craft Image Maker, Set Designer, Director
+44 (0)7712738597
www.thisisnathanward.com



Bergdorf Goodman – New York

Photography credits; Henri Scars Stuck - Music Composer, Producer and Consultant



Strictly Visual Christmas Displays



Liz Johnston FBDS



Karen Lockyer, Clapham



Stampede, Tunbridge Wells



Reigate Eye Centre



Bromley Eye Centre

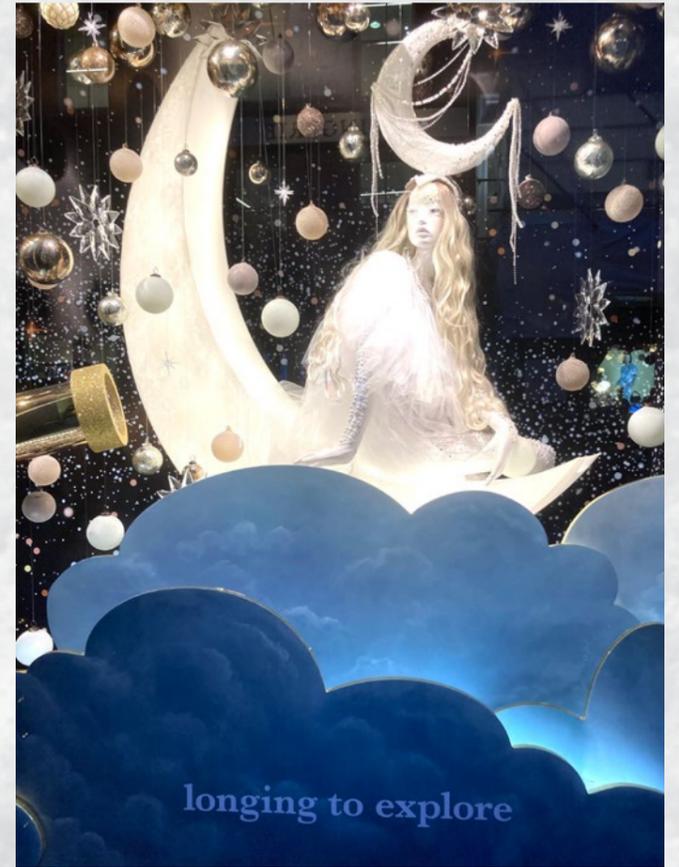
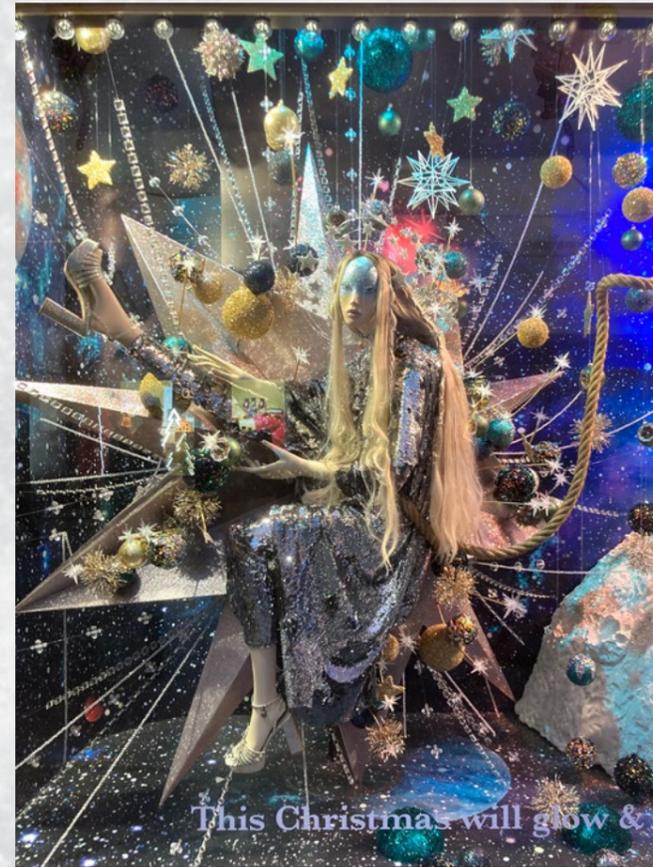


Max Daniel, Chislehurst

Brown Thomas
Dundrum Shopping Mall, Dundrum, Dublin
Out of This World



Brown Thomas
Grafton Street, Dublin
Out of This World

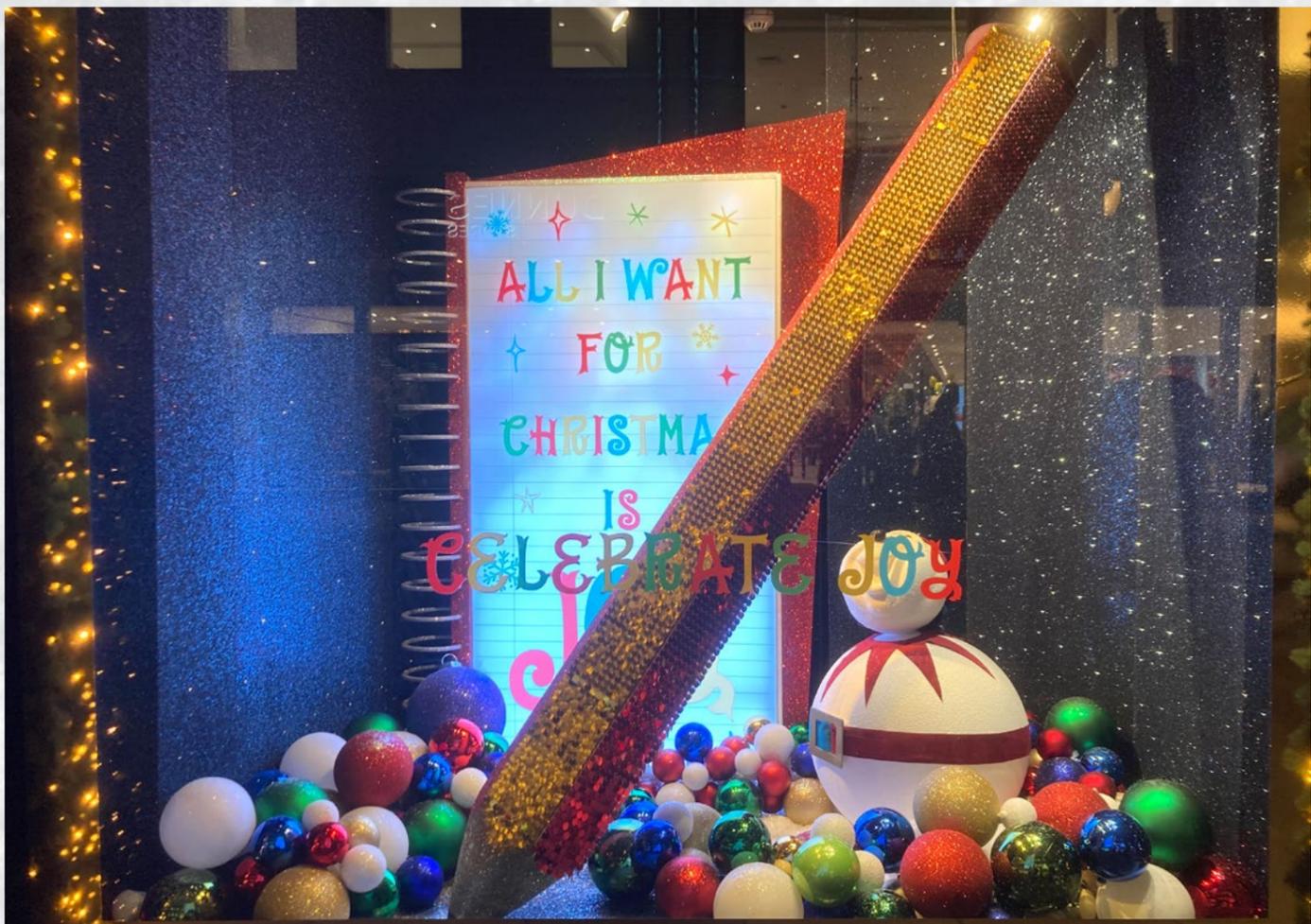


Claridge's Hotel, London

Installation by McQueens Flowers
Photography credit: McQueens Flowers



Arnotts, Dublin
Concept: Joy



De Bijenkorf – Amsterdam Festival of Desire

Festival of Desire (Feest van verlangen, in Dutch)

Whoever you are, wherever you come from, December is a party for everyone. A feast of longing for the past, a feast of longing for what is yet to come. Desire for love, fun, togetherness and beautiful things. We eagerly look forward to the holidays and the fulfilment of all our wishes. De Bijenkorf is celebrating the festival of desire.

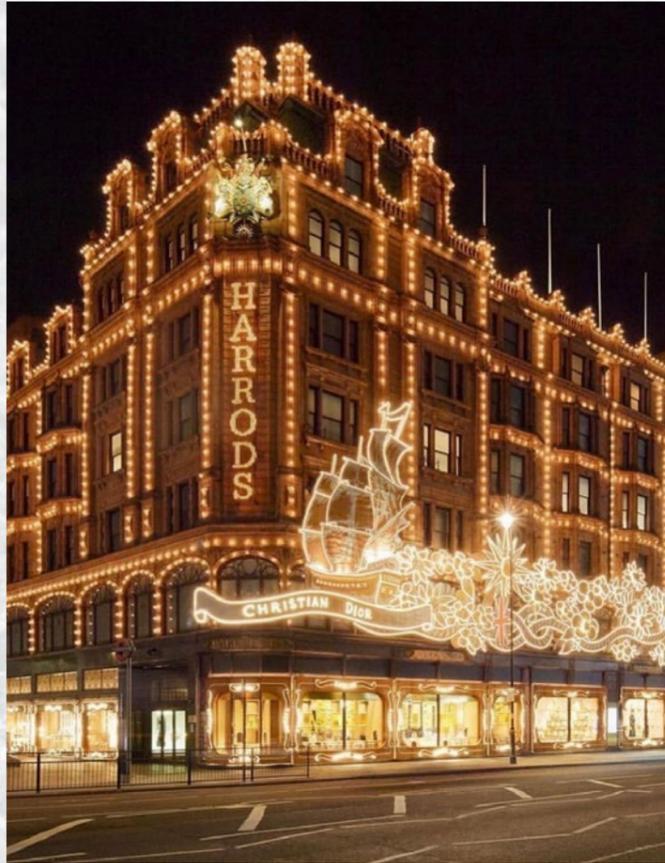


Annabel's Night Club Berkeley Square



Harrods

Concept: Christian Dior



CREATIVE DOWNLOAD

VISUAL MERCHANDISING CONSULTANCY

PRESS RELEASE

Helping retailers take full advantage of successful Visual Merchandising



Retailers must ensure their shops/stores are visually spectacular with great window displays, store layout with superb visual merchandising to create retail theatre for your customers.

Customers want to feel that shopping in your store is a pleasurable experience. They want to be excited by the range of merchandise on offer. The merchandise needs to be presented in a way that brings quality and style, and needs to represent the 'must have' purchase.

Our experience is based on a commitment to the highest standards, delivering the ultimate retail theatre for your customers through a hands-on approach, together with a team of trained visual professionals.

Visual Merchandising is more than being creative. It is a commercial driver for your business.

The Creative Download VM team create exciting shops/stores driving sales through Visual Merchandising, Store Layout, Fixtures, Product Categories/Product Adjacencies, Signage & Ticketing and Retail Theatre.

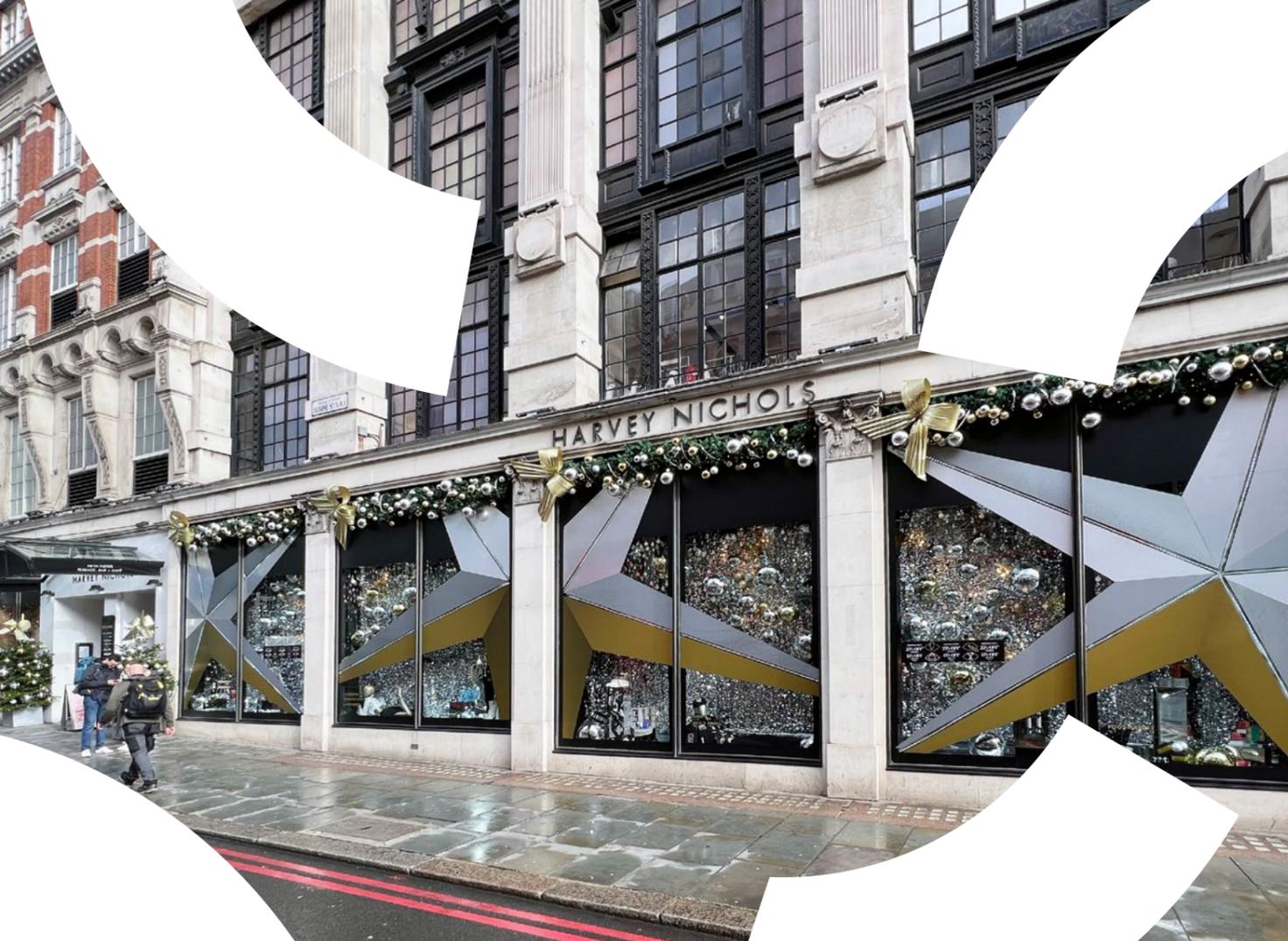


LinkedIn



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Visual Merchandising solutions for your store

by Display Style

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SCENOGRAPHY



FURNITURE



DISPLAYS

visual merchandising

Or "VM" for short, is much more than just the showcase of a store. It's a mix of marketing techniques and visual communication that has, as it's main objective, to value products, brands and the store itself. In a way that the establishment caughts the eyes of the costumers and boost sales.

DISPLAYS

The correct use of displays – be them for purses, shoes, wallets, among others – has the capacity to bring out the details of the displayed product so that the costumer sees its main benefits and qualities.

SCENOGRAPHY

Applied to the store showcae, is a creative strategy that is closely related to the visual merchandising. Investing in it is one of the most asertive marketing actions that companies do globally, especially in retail trade.

Want to have a more beautiful store with *a boost on sales?*

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“ The Flyvision display cabinet is an amazing feat of engineering!

It attracts attention and showcases our products in a unique and highly impactful way and allows us to attract interest to both our stand at exhibitions as well as our gallery. We are very pleased with the results of working together with Flyvision.

- R.D. Aronson, Director of Aronson Antiquairs Amsterdam and exhibitor at TEFAF Maastricht.

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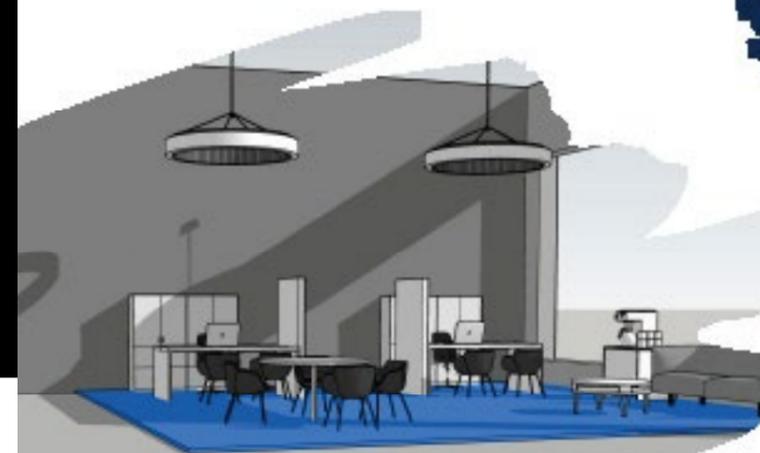
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WINDOW
DISPLAYS



COOL HUNTING



STORE DESIGN

"Visual merchandising
is not just my job. It's
the way I see and feel
the world around me."

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.



peluca
studio



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store design
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pop-up shops
branded spaces & sites
sustainable design
window displays

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!





New Website Now Live
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Visual Merchandising and Display Show
18-19 April 2023, BDC, London
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HANGERS



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display

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GLOBAL
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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!

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



Be Inspired!

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

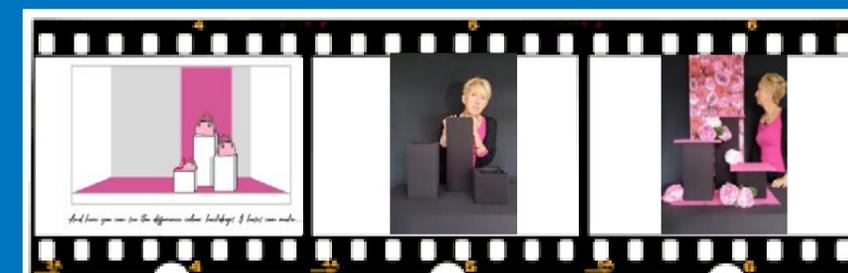
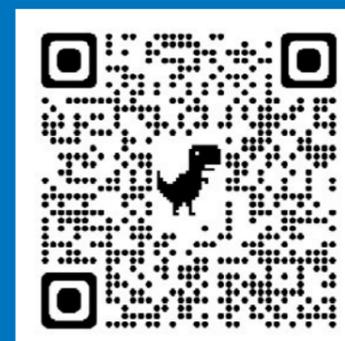


Let's get thinking!

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 really inspired to use these ideas in our business"



£150

Subtitle option now too!

Looking for a career in Visual Merchandising?

A successful career in visual merchandising and display design starts with a certificate of achievement awarded by the British Display Society

BDS Certificate in Display & Visual Merchandising



The marketplace for qualified display design practitioners is an expanding one. Retail, showrooms and museums are the obvious places in which to practice your skills. Your expertise will be needed for so many sectors - Retail, showrooms, museums, online retail, pop ups, social media, styling, events, press days, product launches, exhibitions, hotels, duty-free shops at airports and seaports, theme parks, visitor attractions, and prop-making for video, films, TV and the theatre!

The skills of a British Display Society trained and qualified practitioner are transferable to anywhere in the world, online or offline!

Visual merchandising can often be misjudged as just a way of 'making product pretty' but by the end of this course you will fully understand what an integral part VM has in a brands visual presence, its identity and relationship with its customer and ultimately its commercial success!

Distance learning

The course is delivered online via our dedicated website and consists of 10 modules and corresponding assignments. There is no pressure to complete each module at certain dates, but the full course must be completed within two years from your date of enrolment, which is more than adequate time, with the average completion time being 6 months.

No fixed start date

The course can be progressed in your own time and at your own pace with a tutor assigned to you for support, when required. There are no term dates for this course, each student starts as soon as payment is received, whether payment is made in full or by standing order.

Flexible payment options

- Pay in full - £475 **SAVE £75!**
- 2 payments, £250 each = £500 total **SAVE £50!**
- 10 payments of £55 per month = £550 total

Course includes;

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



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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.

Let's keep retail and visual merchandising alive!

Introductory Offer:

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

www.britishdisplaysociety.co.uk
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follow us...



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



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

Are you working in the Visual Merchandising Industry?

Is it time to push your Visual Merchandising Career?

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

Membership has the following benefits:

- The opportunity to network with other VM Members
- Your details will be added onto the BDS database if you are seeking "freelance work"
- A right to attend and vote at the BDS Annual General Meeting
- The opportunity to join the BDS National Council
- The opportunity to have your work published FREE in the VM Spotlight magazine
- The opportunity to have your work published on our Facebook page
- Use of the BDS Membership Logo for your publicity, stationery and social media.

So join The British Display Society TODAY!

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



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

follow us...



Verve Arvola ABDS

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

www.skissi.com



Barbara Chapman FBDS
VM Consultant

Highly experienced in the creative, project management, installation and styling of Windows, In-store VM, Press days, Photoshoots, Product launches, Pop ups and New store openings. Coaching, Training & Lecturing.

freelancevisualcreativeconsultant.co.uk



Iain Kimmins FBDS

Store Presentation and Visual Merchandising are the first brand ambassadors and the gate to a customer journey and experience

www.creative-download.co.uk



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www.mdn-vm.co.uk



Mags McAlpin FBDS

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Pebble Brook 3D DESIGN
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Design County

Silvia Chialli FBDS

Windows, VM, Store interiors / Retail Design, Exhibitions, Coaching, Training, Product Launches, Store Set-Up & Openings, Store Events, Online Consultant.

www.designcounty.co.uk



Kat Maclennan FBDS

Visual Merchandising strategy, VM implementation, window display design and VM training for store

www.dottodot.work



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

groceryoutlet.com

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Luke Searle

Freelance Visual Merchandiser

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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

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Krishna Antolin ABDS

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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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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.



Director & Chair
Iain Kimmins FBDS

Visual Merchandising Consultant



Vice Chair
Helen Goodwin FBDS

Visual Stylist, Creative, and Trainer



Director
Liz Johnston FBDS

VM Stylist



Director, BDS Tutor and BDS Archivist
John Abbate FBDS

VM & Store Design Consultant



Director and BDS Tutor
Barbara Chapman FBDS

Creative VM Consultant & Stylist & Lecturer.



Assistant Treasurer
Nigel Fisher FBDS

Freelance IT Consultant



Assistant Treasurer
Janet Billings FBDS

Visual Stylist, Designer & Consultant



Edward Stammers MA, PG Cert

Programme Director - Fashion Marketing, Branding



Kat MacLennan FBDS

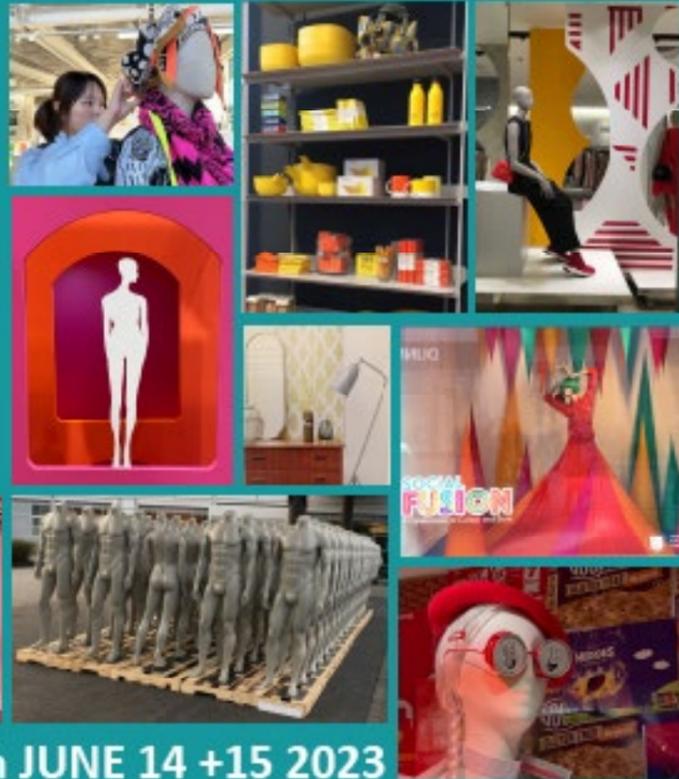
Visual Merchandising Consultant



Paul Symes FBDS

Design Director at Reynolds/Symes

International Creative Display Conference



Dublin JUNE 14 +15 2023

INVITE

The **BA Visual Merchandising & Display** at the **TU Dublin** and the **British Display Society** are joining forces to invite international academics, practitioners, students, and retailers to reflect and debate the needs of both the designer and the client in the new age of phygital. A world where the fundamental physical practice of the Visual Merchandiser collides with the digital, leaving more aesthetic, real, and virtual spaces.

Current academics and practitioners are taking in hand the future of future practitioners by exploring and discovering alternative perspectives in the fundamental practice of visual merchandising. With sustainability always at the core, display practitioners will rename and re-situate themselves, ready for the remainder of the 21st century and beyond.

A two-day conference will be held in **Dublin, Ireland**, on **June 14 & 15, 2023**, on the TU Dublin East Quad campus, and will include networking social activities. The event will be hybrid, allowing for international attendees unable to travel to partake in the talks, and debates.

Along with our Keynote speakers, we invite Abstracts covering the following topics:

Reimagining the Future for Visual Merchandising – praxis and theory
What's in a Name? – rebranding display
Innovations in Visual Merchandising

Abstracts of 300 words by March 1 2023 to:
kerry.meakin@tudublin.ie
admin@britishdisplaysociety.co.uk

We would appreciate those interested email those above ASAP, so we may gauge attendance in person and online, thank you.

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Dublin
Ireland

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