



LANE 7
BY BRIGGS HILLIER

Welcome

A warm welcome to the September edition of VM Spotlight!

As this edition is being composed, we received the sad news that Iain Kimmins has stepped down from his post as Chair after five years of staunch service. We thank Iain for his tireless work for the BDS and wish him well as he turns his attention fully to his own business now. Thank you and good luck Iain.

Barbra Chapman FBDS, had the pleasure of visiting the Undergraduate Class of 2024 Exhibition at London College of Fashion. As a BDS Centre of Excellence, they certainly lived up to the award! As you will see on pages 4 – 7, Barbara describes it as ‘an eye watering exhibition of some of the most brilliant students work’. Do take a look.

In the following pages, The London College of Fashion is also offering ‘Help to grow management’ 1:1 mentoring to develop a custom growth action plan for your business. All the details are on pages 8 – 9 with links and contact details.

VM Spotlight is moving to quarterly publications. Our next edition will be the December Christmas Special, so make sure you submit your seasonal creations in November to be included in the next issue.

Until then, we wish you great creativity in all you do,

The BDS Team

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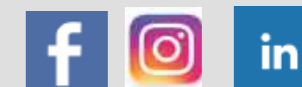
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Copy deadline for December 2024

Christmas Special edition:

5 November

Email: admin@britishdisplaysociety.co.uk



Visiting the opening night of the Undergraduate Class of 2024 Exhibition at London College of Fashion

by Barbara Chapman FBDS



THE LONDON COLLEGE OF FASHION STRATFORD CAMPUS

Last month I had the absolute pleasure of visiting the Undergraduate Class of 2024 Exhibition at London College of Fashion in their new(ish) campus in Stratford, East London. Nestled in its home tucked between the Olympic Stadium and the sumptuous new V & A and Sadlers Wells sites, the college was home to an eye watering exhibition of some of the most brilliant students work.

As a Director of The British Display Society and with LCF being one of our Centres of Excellence, it is always good to see what amazing work the students are producing. I was eagerly awaiting what talent I would see. I was not disappointed! The work on display at the show was a beautiful eclectic mix of multi-disciplinary design, including store design, visual merchandising, digital design, fashion design, theatre costume design and illustration. It never ceases to amaze me that the standard of work produced by the LCF is so high. I saw some breathtaking stuff, in all genres.

I met with Demetra Kolakis on the night, Course Leader for BA Fashion Visual Merchandising and Branding, and she showed me around the work of some of her students.

It was so great to meet with Demetra and to chat with the students about their work and their progress throughout the year (I had previously presented to some of these students) it was so brilliant to hear how things were going for them and what they had been up to in their final year. I chatted to one of the students Charlie Quiney and asked him how his year had been and what he had been up to. I was so impressed to hear he had spent some time on a placement at Dior. I asked him to tell me a bit more about it...

“During my Bachelor’s at LCF, I undertook a placement year at Dior Parfums & Cosmetics. This industry experience was the most valuable moment in my education. Thanks to the BDS and the LCF staff, I was prepared to undertake a coveted internship at Dior, and use my skills given to me in a professional setting. During this internship I had the honour of managing independent projects, such as internal conferences, mini sites, and POS rotations for a number of doors. This experience prepared me for my final major project and London College of Fashion”

What an amazing and invaluable experience it must have been for Charlie! It was so good to hear his journey. I had remembered meeting with Charlie the year before when John Abbate FBDS and I had visited the college and had presented some of our work to the students. I asked Charlie what it meant to him to have been part of the BDS? ...

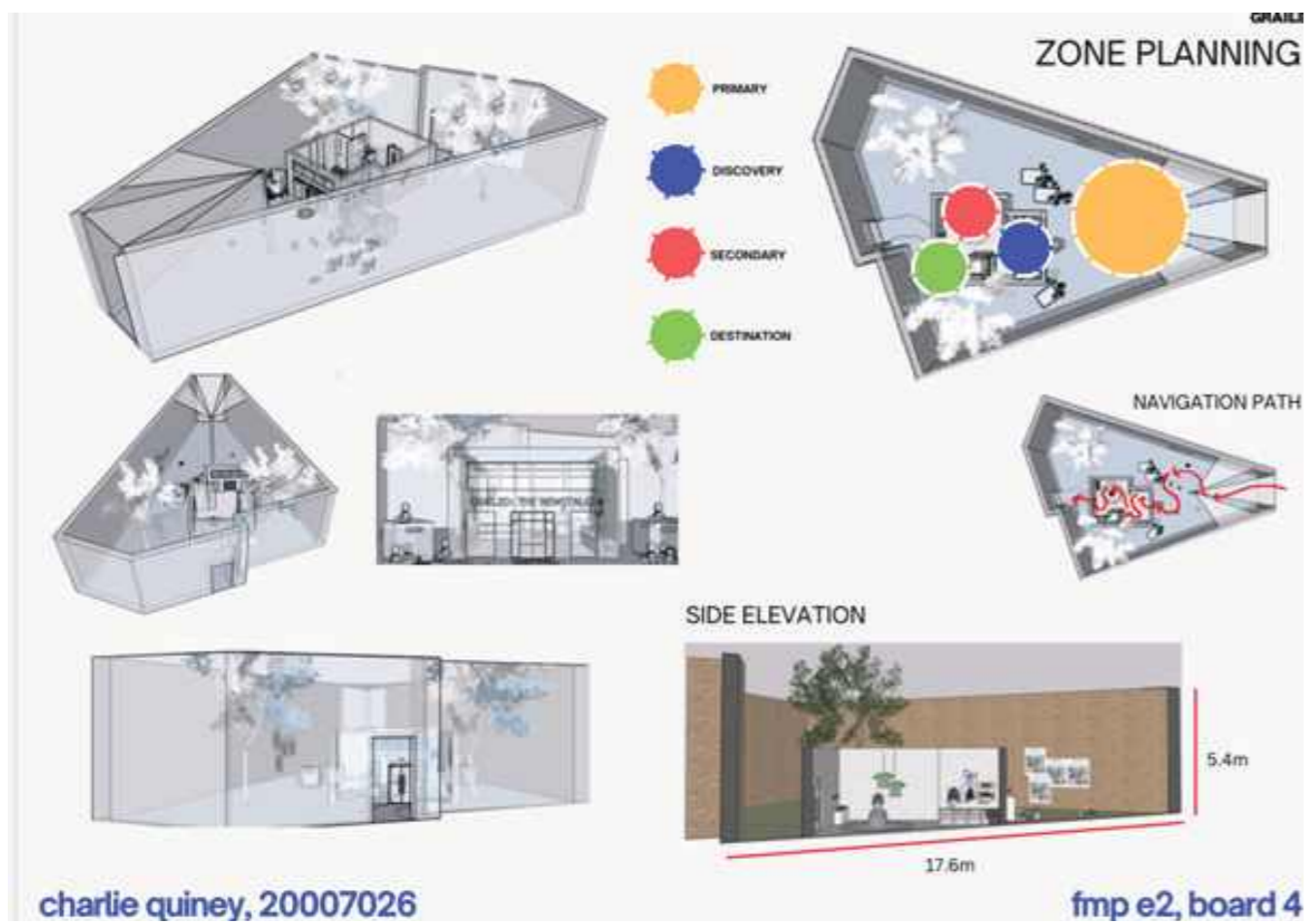
“Being part of the British Display Society, via London College of Fashion, ensured we were kept connected to the wider VM society. The BDS offered collaboration, education and connections to our wider peers and future colleagues. Barbara from the BDS visited us at LCF to educate us on the multi-faceted industry.



DEMETRA WITH ONE OF HER STUDENTS KATIE BRAY



CHARLIE IN FRONT OF A PRESENTATION OF SOME OF HIS OWN WORK



A SNAPSHOT OF SOME OF CHARLIE'S WORK



I then went on to view some other work from graduates across different genres. The exhibition was utterly amazing. I could not believe how good the standard of work was. It is so comforting to know that there is such an insanely high standard of students graduating from the LCF. The future is indeed bright whilst we have such amazing organisations at LCF (and their amazing lecturers – Demetra, you know we’re talking about you!) at the forefront of design.

I would like to thank Charlie and Katy for taking time to chat to me and to Demetra for showing me around and also her continued and unwavering support of the BDS.





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For more information please email us Help to Grow: Management h2gm@fashion.arts.ac.uk or to view our Help to Grow web page and alumni videos, please [click here](#) or to register onto a cohort please [register here](#).

We look forward to hearing from you,
FBS Help to Grow team

Pop-Art Window A Vibrant Fusion of Colour and Modern Design



Home Centre, a leading furniture store in the Middle East, recently showcased its innovative window display project, "Pop-Art Window." This striking visual presentation was rolled out in its Mall of Emirates showroom, targeting a younger customer base and transforming storefronts into vibrant showcases of contemporary style and creativity.



The Pop-Art Window display celebrated bold, modern prints and an eclectic mix of colourful furniture. Inspired by the energetic and playful essence of pop art, the display featured a dynamic fusion of vibrant hues. Each piece of furniture was carefully selected and arranged to create an eye-catching scene that sparked the customer's imagination.

The design team's vision was to create a window display that attracted the attention of a younger audience and it was an inspired experiment with colours and patterns. By integrating bright, cheerful colours with modern furniture designs, the Pop-Art Window served as a source of inspiration for home décor enthusiasts.



From bold cushions to fun-coloured furniture in vivid yellows and pinks, the display showcased the power of colour in transforming a living space. The juxtaposition of different prints and textures encouraged customers to embrace a more adventurous approach to interior design.

The window was accompanied with a landing table display that communicated the same product and concept, but it was also beefed up with other products that added to the overall vibrant concept.

The Pop-Art Window project highlighted Home Centre's commitment to innovation and design excellence. By bringing a touch of artistic flair to its storefronts, Home Centre enhanced the shopping experience. It reinforced its position as a trendsetter in the furniture industry.

Customers found endless inspiration and ideas in the Pop-Art Window display, helping them create spaces that were uniquely theirs.



Lane7 opens a new leisure venue in Altrincham, designed by Briggs Hillier

Lane7 strengthens its position on the competitive entertainment scene with the opening of a new leisure venue in Altrincham designed by Briggs Hillier

Creative design studio, Briggs Hillier, designed a Lane7 venue that offers a captivating brand experience through strategic environment design and considered creative interior schemes - prioritising the customer experience to optimize dwell time and customer spend.



BRIGGS HILLIER.

Evolving the Creative Scheme – Working with key elements of the existing creative that delineates Lane7’s identity, Briggs Hillier applied an evolved interior scheme to the competitive entertainment brand’s new Altrincham venue that sits on the ground level of the Stamford Quarter Foundation building. Together, the designs of each activity zone tell a compelling brand story and capture the energetic personality of Lane7. Designed for maximum impact at night, if the draw of a crowd doesn’t attract passers-by, the discernible high-energy interior comprising of illuminations and dynamic tickertape signage, certainly will.

Introducing a dramatic evening of amusement – Setting the stage for a dramatic evening of amusement, customers are met with a theatrical interior illustrated through tactile materials, from red fabric curtains and reflective surfaces. Customers are invited to visit the timber clad games’ check-in desk before stopping by a stunning, ‘oil-stained’ iridescent metal bar with a concrete top where they’ll find a “delicious range of drinks, cocktails, hard shakes, and alcoholic slushies”.

Embracing the Benefits of Vertical Drinking – Not encouraging customers to sit for too long to keep energy levels high, the creative studio designed a limited amount of fluent high-level seating configured to aid natural customer flow and encourage participation in the surrounding arcade and party games on offer, from ping pong and shuffleboard to pool and air hockey. Further bespoke furniture can be found in and around the venue’s bowling zones to complement the respective schemes, from red plush benches to pipework seating topped with leather.

Harnessing the Pleasure of the Unexpected – From a darts zone characterised by blue geometric foam panels to a vivid pink beer pong zone set in a graffiti immersive corner, Briggs Hillier orchestrated a provocative customer experience by harnessing the pleasure of the unexpected. Switching up the interior scheme from one zone to the next, they also created a change of pace that engenders a heightened energy among customers. Anchoring the dynamic interior scheme is a core palette comprising of dark woods, bright neon-coloured accents, illuminations, and signature Lane7 graffiti murals.

The Main Event – Rooted in the brand’s identity, bowling at Lane7 will always be the star of the show which is why Lane7 Altrincham houses not one, but three bowling zones that draw on some of the best lane aesthetics to-date. Venture past the bar and you’ll reach lanes 1-3 exhibiting graffiti artworks in pinks, reds and oranges, punctuated with contrasting blue spotlighting for further sensory incitement. Venture further still and you will reach the partially concealed premium lanes reserved for VIP bowlers marked in a red luxury aesthetic with mesmeric angular lighting, but not before hitting lanes 4-7 lined with timber panelling and characterized by a polychrome graffiti mural above.



Encouraging Exploration & Discovery – Lane7’s signature graffiti was used as a tool to encourage exploration and aid navigation of the multi-purpose entertainment venue. Explore the perimeter and things start to get even more playful; customers will discover a ‘Kissing Booth’ where they can acquire a photo souvenir of their evening, and a brand-new karaoke room concept empowering them to sing and dance like no one’s watching. The private karaoke room devours customers in arresting illuminations, mirrored walls overlaid with pink vinyl, and a shower of glitter-like lighting emanating from an oversized disco ball hanging overhead.

Briggs Hillier designed an entertainment and leisure venue fit for ‘Competitive Socialising’ – a growing trend based on rising demand for social spaces that put entertainment and leisure activities at the centre.

Design by Briggs Hillier <https://www.briggshillier.com>



Shimmerwalls x Drunk Elephant Pop-Up

Shimmerwalls partnered with Drunk Elephant for a stunning pop-up event in Soho, London. The project covered an entire building's façade with shimmering pink iridescent sequin panels for a pop-up event in Soho, London. This striking installation on Greek Street featured nearly 500 sequin panels adorned with over 60,000 sequins, transforming the building into a captivating landmark that drew the attention of countless passers-by.

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Preserving personality in any space this festive season.

These key trends can be translated to anywhere. Whether you love glitz and glamour or tradition and nostalgia, the underlying theme throughout all the key trends is fun and escapism this year.

Metal Maximalism

This combines gold, silver and a hint of retro. The key to this look being successful is to ignore Coco Chanel for once and when you leave add more! The combination of silver and gold creates real opulence, you can adapt this to suit your style. To create something more modern use gold and silver glitter balls together with lametta (yes lametta its back!) or classic baubles and bows for something more traditional.

Disco

Get your groove on with this look. A key element to this is disco balls of all colours and sizes. Pair the disco balls with quirky bright ornaments and fun 70's emblems. For once, all that glitters is golden! Finish off with fringing, tassels and why not chuck on some lametta.

Woodland

This is more natural and combines earthy tones such as brown, terracotta and green (there's always room for a bit of glitter though). For fun and depth add in some woodland creatures and mushrooms.

Modern Nostalgia

This look creates a modern cosy warm feeling. The combination of Nordic and New England coastal styles is the ultimate in understated elegance. The beautiful muted tones sitting along side natural wood and white accents means it will look great anywhere.

Tropical Yuletide

Our rediscovered love of houseplants is a strong influence on this theme, you don't have to just dress up a traditional Christmas tree. Who says you cant give your Yucca a glow up? Use decorations in luscious greens, popping pinks, tropical oranges, regal purple and glittering gold. To really take this theme to the next level, add in some gorgeous butterflies, hummingbirds and flamingos.

Sweet Treats

Adorn your tree with all things sweet and tasty. There are lots of decorations out there to really make this theme zing, whether it's ginger bread tied with gingham or ornamental macarons, cupcakes and candy canes. The best thing about this theme is that it's as versatile as you make it. You can go traditional with red whites and greens or light and bright with pastels and glitter.

Chinoiserie

The influence of Bridgerton is going to continue through to Christmas (and probably beyond). This is ultimately opulent with beautiful florals, birds and butterflies. To add a real touch of regal elegance add in some silk or velvet bows that would even impress Lady Whistledown.

Recurring elements

There are some things that transcend trend boundaries this year ...

Mushrooms add magic whether they be traditional red and white or covered in mirror tiles they have spread their spores and spawned everywhere this year.

Butterflies in pastel shades, gleaming glitter, natural colours or outlandishly opulent you can use these to add a touch of playful beauty with any theme.

Bows, they tie anything together. They can be made in any colour or fabric and cost what you're willing to pay. Whatever theme you prefer, add in a bow then take a bow.

If you'd like to see how any of these themes can be incorporated into your shop window and retail space please get in contact to book your free consultation. This can be in person (depending on location I'm based in Dorset), via zoom or over the phone.

I look forward to hearing from you and elevating your space together.

Susan Li

Visual merchandiser and florist



As a visual merchandiser and florist, Susan has used her dry /preserved flower product designs to complete various projects since graduating from Seneca's Visual Merchandising Arts program.

Her work includes studio interior decoration (projects 1, 2, 3) and booth displays for the Home + Gift show in Toronto from 2023-2024 (booth designs 1, 2). Drawing from her background knowledge, Susan aims to share the most beautiful scenery with the public through her design and arrangement while promoting her products at the exhibition.

Instagram @65studio_ca Email: csusan2011@outlook.com



BOOTH DESIGN 1



BOOTH DESIGN 2



PROJECT 1



PROJECT 2



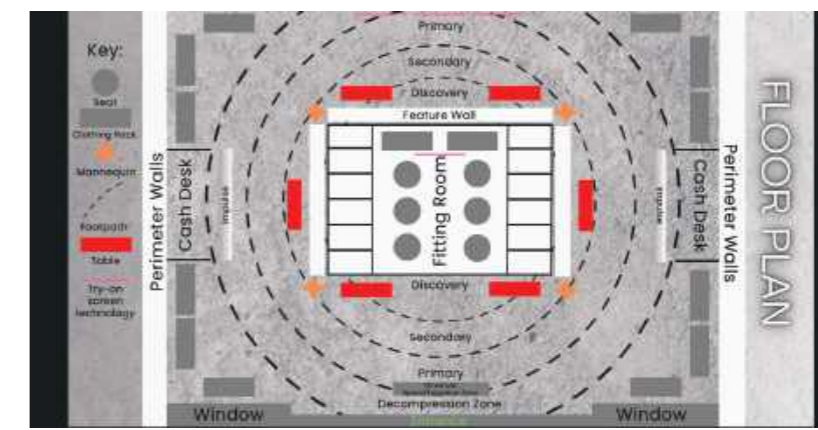
PROJECT 3

Dasi Namiq

Dasi Namiq, a BDS member, has attended Strode's and Windsor Sixth Form College, earning a National Extended Diploma - BTEC Level 3 in Fashion, Interior, and 3D Design. Currently, he is studying Visual Merchandising for Fashion at the Fashion Retail Academy, pursuing a BTEC Level 4.

Along with his work this is Dasi's outlook on VM.

Visual Merchandising is ever evolving and constantly expanding into a larger topic, gaining more attraction from the masses. From attending a level 4 course at Fashion Retail Academy - Visual Merchandising for Fashion, I have learned that Visual Merchandising is a spectrum of different skills and techniques. From online into in-store, Visual Merchandising is incorporated everywhere you look. Studying at this college has taught me Visual Merchandisers are much more than Visual Merchandisers. They are stylists, designers, artists, architects and cover many more areas of work within the title of a Visual Merchandiser.



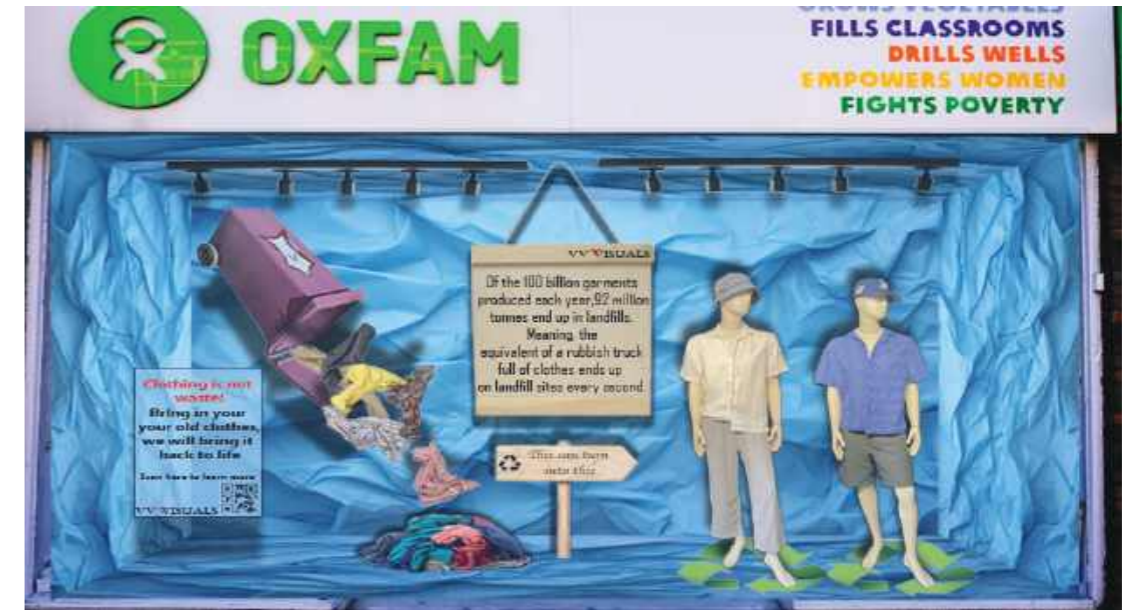
Victoria Santos

The world of visual merchandising offers an incredible opportunity to showcase newly acquired skills and present unique, creative ideas in retail. This role aims to increase sales, attract new customers, and create memorable shopping experiences through innovative window displays. It's a versatile job that allows individuals to explore new interests and gain a wide variety of skills in a progressive field.

After attending the Fashion Retail Academy, I realized that visual merchandising is not just a job title but also a profession and a hobby. Through the Level 4 Visual Merchandising course, I learned many skills, including creative thinking, understanding consumer behavior, commercial awareness, attention to detail, branding, designing store plans and displays, visual presentation, Photoshop, organization, and new fashion vocabulary.

In addition to my studies, I had the opportunity to gain hands-on work experience for a month at M&S, provided through the course. I am grateful for this experience, as it allowed me to work with visual merchandisers in various roles. I worked in the mock shops at both Westfield malls (Stratford and White City) alongside VM managers, window coordinators, and at the head office. This experience gave me insight into both the physical and administrative aspects of the job, confirming my desire to pursue this career permanently.

For my final project, I created a visual merchandising service specifically for charity stores. I am passionate about helping the environment and those less fortunate, so I donate clothes and items I no longer use to charity and recycle. This inspired me to develop a project aimed at encouraging people to understand that pre-loved clothes can be cherished again. Shopping second-hand helps save the earth by promoting the cycle of life. To achieve this, I collaborated with Oxfam to raise awareness and encourage donations of good-quality clothes instead of discarding them.





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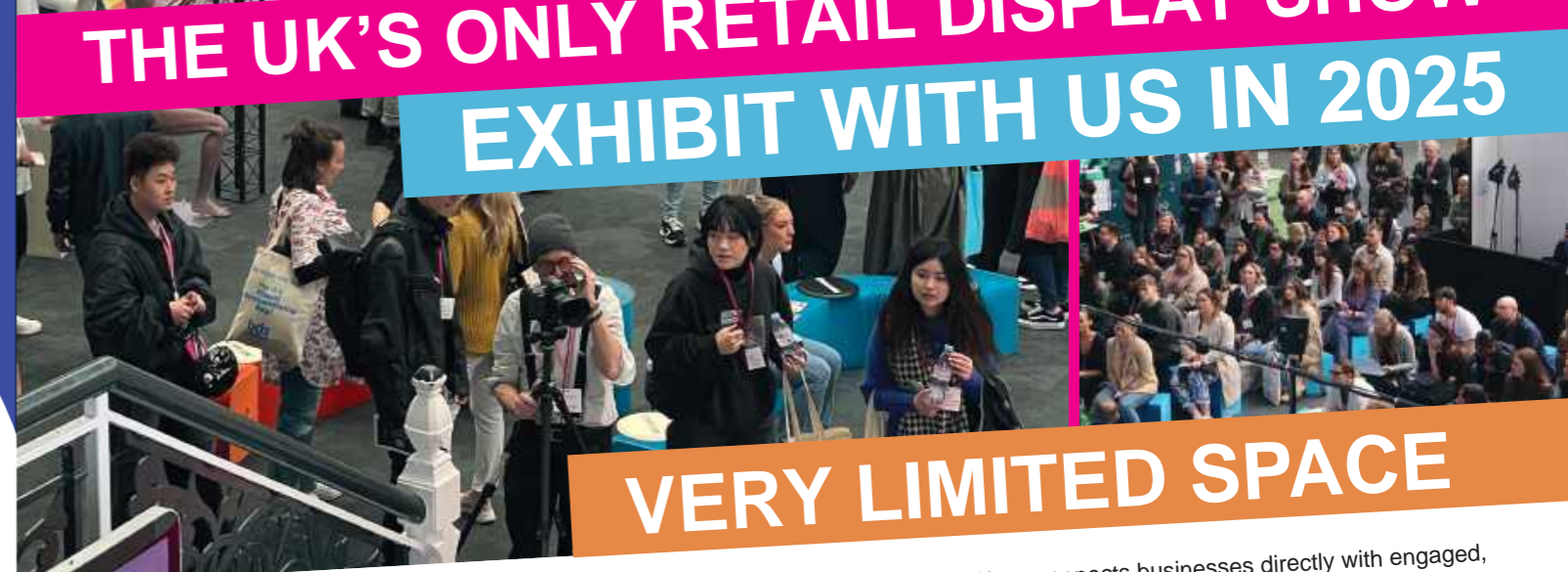
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Retail Experience & VM Day

Visit multiple retail stores in a small group under the guidance of expert Visual Merchiser Michelle De Neys and learn how retailers influence and inspire customers to purchase their goods and to get the customers coming back for more!

Michelle De Neys is managing director of the global VM company MDN Display and Design Ltd. She has been a window dresser/VM for 37 years working with premium brands such as BMW, Porsche, Radley, Mont Blanc, Triumph, Kuoni Travel and Nespresso. Her experience has taken her from in front of the camera giving her experience for VM videos, global VM Manager and retail experience amongst others.

Joining Michelle for this unique day will mean you see and experience retail with a fresh pair of eyes. It will offer you a different perspective on merchandising, observing what works, and what doesn't, what's important and what isn't. We are planning to hold Retail Experience & VM Days at some of the biggest and best retail shopping centres in the UK so there should be a location within easy reach for everyone!

Further details

Costs per person are £250

The day will begin by meeting for coffee and a briefing and will finish at approx 4pm. There will be breaks during the day for group discussion and for refreshments and lunch (and to rest your weary feet!).

Costs for travel to / from the event and for food and drink consumed during the day is the responsibility of the attendee.

Register your interest

To register interest in attending a Retail Experience Day with Michelle, please email: michelle.deneys@britishdisplaysociety.co.uk with your contact details and we'll be in touch as soon as we have details of a Retail Experience Day in your area.



A Retail Experience & VM Day will cover the following topics:

- Window display
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- Pricing and sizing
- Outfit combinations
- Promotions and offers
- Display stands & mannequins
- How retailers upsell
- How colours are used
- Changing rooms
- The importance of music and how it effects our shopping



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Please contact: Michelle de Neys
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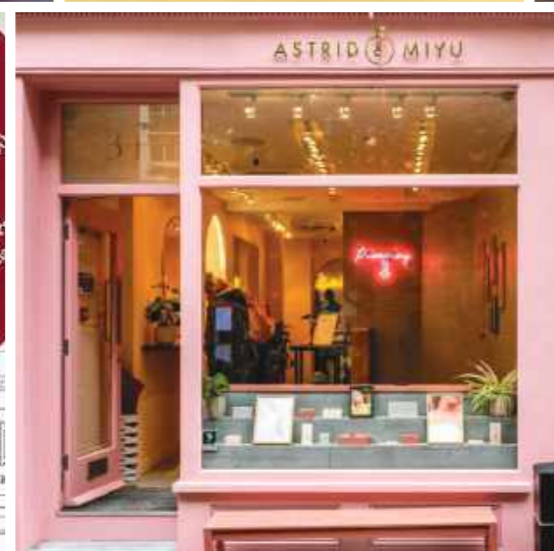
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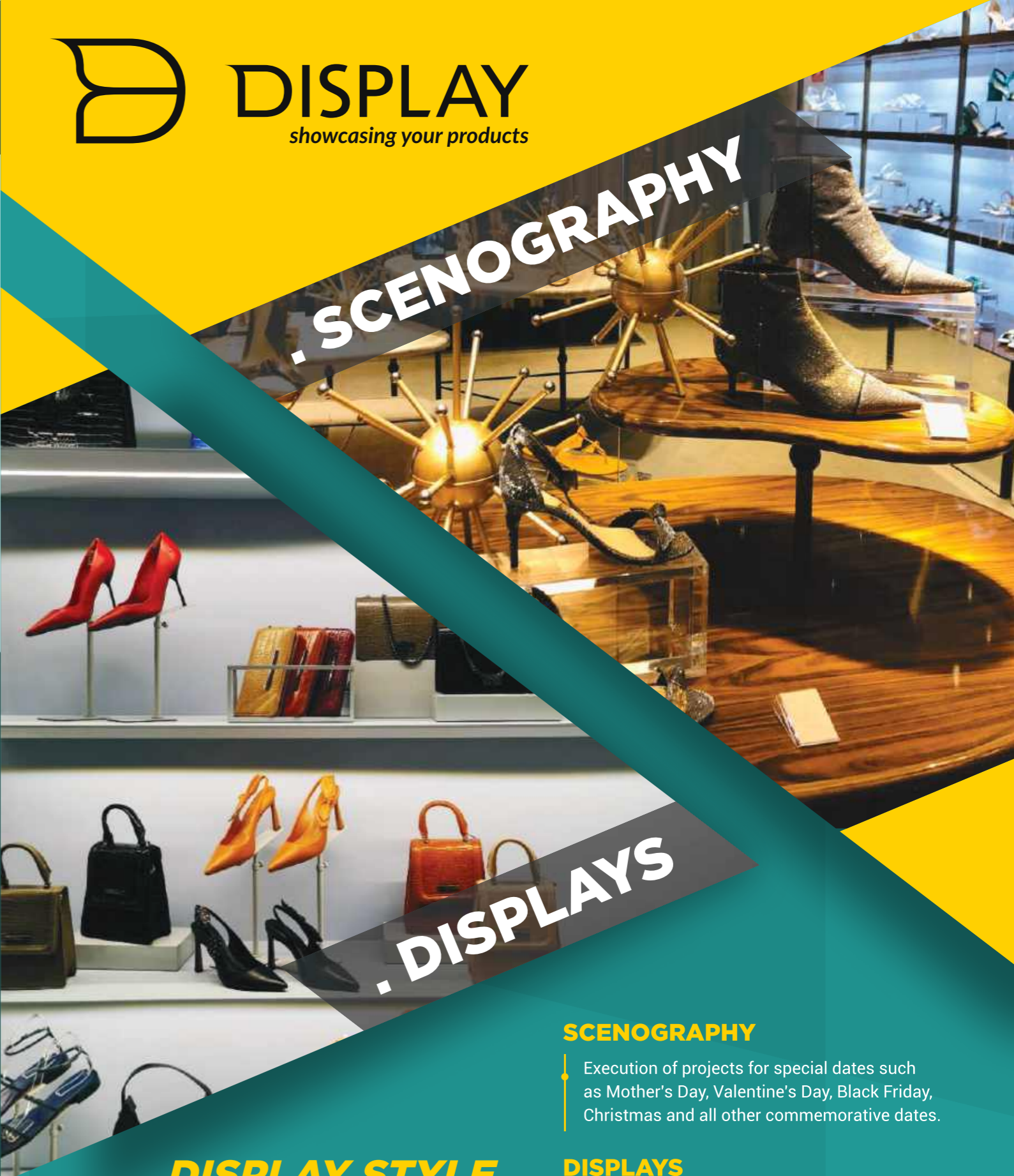
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DISPLAYS

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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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Michelle De Neys FBDS

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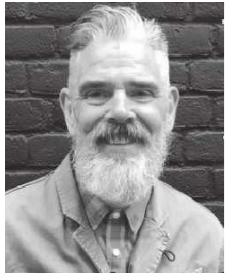
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Meet The BDS Leadership Team

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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Paul Symes FBDS

Design Director at Reynolds/
Symes



Director, Vice Chair,
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John Abbate FBDS

VM & Store Design Consultant



Director & Treasurer
Iain Kimmins FBDS

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Director
Liz Johnston FBDS

VM Stylist



Director and BDS Tutor
Barbara Chapman
FBDS

Creative VM Consultant &
Stylist & Lecturer.



Helen Goodwin FBDS

Visual Stylist, Creative, and
Trainer



Assistant Treasurer
Nigel Fisher FBDS

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Edward Stammers MA,
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Programme Director –
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