



February 2018

**Consumer Behavior Specialists
Branding - Marketing - Commercial Interior Design -
Merchandising & Display**

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Retailworks' 2018 Design and Display Trends

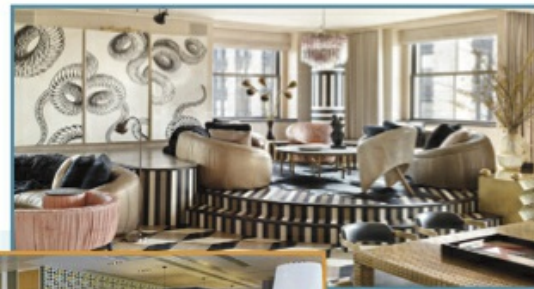
Prints, purple, panels! 2018 has some great trends in store. Now that we're back from perusing the displays at the Dallas Gift Show, we've put together a list of the top 10 design and display trends we're expecting to gain momentum this year:

2018

Design & Display Trends

Maximalism

Contrasting prints, patterns and lots of color are trending in the design world —a backlash to last year's overly white minimalism.



Comfy Spaces

As the blend between work and free time becomes more pronounced, so do comfortable public spaces that are designed to evoke a homey, living room feel.



Natural Displays

Back to nature! Natural materials offer a non-competitive compliment to the bold patterns and colors trending in the design world.



Repurposed/Upcycled Materials

Recycled and repurposed materials are increasingly prevalent in design and display. For example, leather alternatives are now being made from pineapple leaves.



Wall Paneling

Wood-paneled walls are forming geometric backdrops that contribute to rich settings.



Metallics

Shiny mixed metals, copper, gold and rose gold are taking center stage.



Woodland/Lodge Theme

Lodge-themed displays put a new spin on last year's popular rustic theme. Expect to see lots of woody, warm elements.



Purple Power

Purple has been snowballing in popularity since Pantone named Ultraviolet the Color of the Year.



LED/Neon

Sustainable, statement-making lighting will be brightening up 2018.



Woody Displays

As natural displays become more trendy, we'll see more wood elements such as branches and driftwood.



Retailworks Inc.

Image sources:

www.picrevise.net

www.expectsolutions.com

www.luxdeco.com

www.hospitalitydesign.com



Main Street Update

Your Public Notice, Noticed

City signage is not composed of mundane pieces of information that should be hastily designed and taped up. Rather, your signs communicate important information including laws, rights and services to citizens, so it's essential to ensure that they are intentionally designed to grab attention and communicate a clear message. Think of your city's signs as a part of your brand that will be seen by residents and visitors alike. Recently, Atlanta launched an initiative to redesign their public notices with clean typography, color applications, and more modernized seal to better serve their city. Learn more about their redesign and how to communicate clear, branded messages with improved signage in [this article](#) by Co.Design.

Image source: www.fastcodesign.com

Guidance for Gettysburg

Our President, Lyn Falk, visited Gettysburg, PA this month to teach Main Street business owners strategies for attracting customers and increasing sales. She advised merchants to properly design and brand their exteriors and interiors and create stunning and engaging displays to improve the customer experience. Want Lyn to visit your community? [Contact her here](#). She'll change not only the way you look at your downtown, but the way your downtown looks!



Image source: www.Pinterest.com



Merchandise Your Main Street

We're beginning to prepare for four Retail Merchandising workshops that our President, Lyn Falk, and Display Director, Kim White, are teaching around Wisconsin in April as part of Wisconsin Main Street's Small Business Workshop series. Spring is the perfect

time for tidying up your business and giving it a fresh look — so if you're a Wisconsin Main Street community member, come learn strategies for using color, placement, layout and grouping of merchandise to maximize your bottom line. Lyn and Kim will teach attendees how to design attractive window and interior displays to captivate attention and engage customers and sell products. Come learn valuable tips from our team in [Ellsworth](#), [Menomonee](#), [Marshfield](#) and [Wausau](#), Wisconsin!

Design to Watch

Retail in Bloom

Baciocchi Associata broke free from the concept of a traditional



florist shop when designing OnlyRoses in Los Angeles. The boutique rose retailer looks more like a perfumery than a plant store, featuring decadent jewel-tone walls and roses displayed in bell jars against backlit, lacquered shelving. We love that they completely scrapped the expected in floral design and instead created a breathtaking space that elevates their product and brand.

[Click here](#) to learn more.

Image source: www.interiordesign.net

New Product We Love

Herringbone 2.0



We're loving Biscuit Parquet, a new option in hardwood flooring by designer Patricia Urquiola that combines rounded and elongated shapes to form a variety of intricate flooring patterns. The collection, created for Listone Giordano, provides a fresh, sophisticated alternative to traditional herringbone. Learn more about Biscuit Parquet [here](#).

Image source: www.media.designerpages.com

Client Highlight

Feeling Fein

Our design team is helping the iconic 89-year-old restaurant supplier, [Fein Brothers](#), update their showroom on historic MLK Drive in Milwaukee. The makeover will begin with their china, flatware and glassware department, and will include a new color palette, stylish fixtures, branded signage, oversized trend photos and creative displays. Additionally, Fein Brothers will be preserving some original elements of the their business, giving a shine to their hardwood floors, highlighting their Corinthian column caps with gold paint and opening up the building's original "safe." Stand by for the big reveal on May 1!



Employee Update

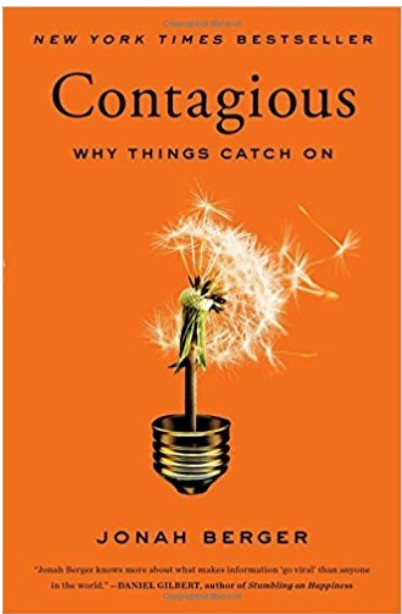
The Who's Who on Sue

As we expand our Display Department, we are excited to welcome Sue Lawton! She is an exceptional artist and illustrator, and has completed several artist in residence programs throughout Wisconsin. She loves backpacking and is a Trekkie! We're SO happy to have her talents on board.

Visit www.suelawtonart.com to enjoy some of Sue's art.

What We're Currently Reading: *Contagious: Why Things Catch On* by Johan Berger

Contagious is an enlightening read about the science behind how ideas spread and why certain content goes viral. Check it out if you've got an idea, product or business and that you want to "catch on."





Touch Points

Our favorite thing our team did this month was a field trip to [Balance Studios](#) in De Pere, Wisconsin to explore their cutting edge developments in interactive technology. Balance Studios designs animated and interactive technology including virtual and augmented reality, animated advertisements, interactive displays such as touch screen tables and flat screens, and more. We enjoyed spelunking in a VR cave and designing a floor through the lens of an iPad app, but most important, we learned about several new products that our clients can use to help their customers engage with their brand on a deeper level. In-store technology provides a hands-on experience that allows consumers to experience a brand through learning and play, forming more meaningful brand connections and memories.



Want to see more of our design and display installations and favorite products? Follow us on social media!

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