



**November 2017**

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

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## **Wish List MKE**

It's beginning to look a lot like Christmas in downtown Milwaukee now that the five holiday window displays we designed for Wishlist MKE are installed in vacant storefronts around the city. We worked with the Milwaukee BID #21 to create custom window displays for local online retailers to promote the leasing of empty downtown spaces and to increase business for the featured retailers as well as

existing brick and mortar stores. Their window displays are spreading holiday cheer on Milwaukee Street, Water Street, Wells Street and Wisconsin Avenue. ([Visit our website for exact locations.](#)) We put a spin on the favorite "Christmas pickle" tradition, and hid a pickle in each of the window displays. See if you can find all five!



If you like the window displays and want to show your support for several local Milwaukee businesses, share them on social media with the hashtags [#wishlistmke](#) and [#mkeholidaylights](#) and tag [@retailworksinc](#).

Learn more about the project from [CBS 58](#) and [On Milwaukee](#).

## Main Street Update

### Take it to the Street

It's time to start planning your next trip, because the



world's largest street art museum, the Museum for Urban Contemporary Art, just opened in Berlin. The museum houses five

stories of art created by 100 urban artists and includes styles such as graffiti, paste-ups and acrylic designs. Inside, the museum hosts workshops and artists in residence, while outside, it boasts 8,000 foot murals and a sculpture garden. The best part? This new space for archiving and preserving street art is completely free to the public!

Learn more [here](#).

Image source: [www.cntraveler.com](http://www.cntraveler.com)

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## Palette Predictions

As we are always on the lookout for the latest trends in design to bring to our clients, our President, Lyn Falk, recently attended this year's Sherwin Williams Colormix Forecast. The event featured three up-and-coming color schemes inspired by community trends.

The first palette, **Sincerity**, is composed of hushed tones and features a "less is more" mentality. The collection is inspired by silence, Instagram, minimalism, hygge and normcore and features colors such as Sashay Sand and Acacia Haze.

Next, **Unity** features optimistic hues representative of changes in national and global sense of community. The bright shades in this palette, including Heartthrob and Exuberant Pink, are inspired by roaming, transculturalism, community, artisanal crafts and indigenous patterns.

**Connectivity**, the final collection, is based on the way data and technology are affecting our daily lives. This palette, inspired by California pop and youth culture, techies, virtual reality, productivity and environmentalism, showcases colors such as Overjoy and Organic Green.

**Sincerity**

**Unity**

**Connectivity**



Image source: [www.sherwin-williams.com](http://www.sherwin-williams.com)



## Display Tip

### Life of the Party

This holiday season, we got the party started by crafting decadent NYC Fifth Avenue-worthy window displays for our client, Kessler's Diamonds', retail store located in the iconic and historic Watts Building in downtown Milwaukee, WI. Traditional dressmaker forms were donned with holiday party dresses made out of paper and Kessler's' famous little red boxes. Each mannequin in this branded display is adorned with a different handmade dress and stands in front of a sparkly beaded curtain. These eye-catching and engaging displays have customers and passersby taking photos of the elegant

paper and box dresses, and of course, looking at the Kesslers' merchandise displayed on the floating shelves.

Here are four tips for creating an attention-getting display that will get people talking!

1. Be creative with inexpensive materials to make them look elegant. In this display, we transformed a simple item — paper — into stylish gowns.

2. Stick to a color scheme. All of the dresses in our display are different, but we used a color scheme of red and cream to keep the windows consistent.

3. Pay attention to little details. The touches of holly and ruching on dresses make passersby want to get a closer look.

4. To make your branding efforts cohesive, tie in the theme from your window display elsewhere inside your store. For example, we decorated display cases inside Kesslers with the phrase "All Dressed Up for the Holidays."





## Interesting International Design

### Brick-and-Mortar

MVRDV Architects have incorporated a show stopping storefront of glass into the retail landscape of one of Amsterdam's most popular shopping streets. The facade of their Crystal Houses building is made with glass brick details that mimic the historic building's original design. Part way up the exterior, the glass bricks, which are stronger

than concrete, meld into traditional terra-cotta brickwork. This spectacular hybrid retail and living space stands out among conventional storefronts.

[Click here](#) to read more.

Image source: [www.dornob.com](http://www.dornob.com)



## Client Feature

### Tasteful Design

Our new client [Door County Candy Company](#)

reached out to us for help when they decided to double the size of their existing space. We're working with them on the layout and design of the new space, as well as updating their existing retail space. The design will include a new production facility, a VIP room for those interested in building their own candy and chocolate gift baskets, space to accommodate tours and presentations, a nostalgic soda fountain and ice cream department and a custom cocoa bar. We'll make the space look scrumptious with whimsical Willy Wonka-inspired colors, fixtures and finishes. Next time you find yourself in Sturgeon Bay, stop by for a sweet treat. You can't miss it — you can smell the caramel popcorn from the street!

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## New Product We Love

### See the Light

Our friends at [ConTech Lighting](#) generously invited us to visit their showroom in Northbrook, IL this month. We saw many examples of innovative and sustainable lighting options and were especially impressed with some of their hanging pendants.



Specifically, we liked the contemporary pendant with fabric-covered cords that looks great solo or grouped. ConTech offers a great variety of modern, gravity-fit pendant shades that come in stunning metallic



shades of glass. We're looking forward to seeing how we can incorporate these pendants in a future design project!

Top Image source: [www.contechlighting.com](http://www.contechlighting.com)

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## 10 Ways to Create a Dynamic Customer



## Experience

Our President, Lyn Falk, recently published "10 Ways to Create a Dynamic Customer Experience," in *Lawn and Garden Retailer*. The article features Retailworks' favorite tips for creating a retail space that will wow and resonate with customers in areas such as first impressions, layout and traffic flow, signage, merchandising and acoustics.

Read the article [here](#), or [contact Retailworks](#) for an audit to elevate your retail space.

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**The coolest thing our team did this month? We attended the Milwaukee Holiday Lights kickoff and VIP party. A big thank you to the Milwaukee BID #21 for a great partnership this year!**



Photo credit: Milwaukee BID #21

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