

Retailworks Inc.

*Our designs tell a story—
your story.*

Whether a major metropolitan area, or a small rural Main Street, who doesn't love the energy of a thriving, vital downtown area? The sense of community, the adrenaline rush of being part of the action, the thrill of discovering an upscale boutique that has shoes that are to die for! Healthy retail communities ensure that cities thrive.

Lyn Falk created Retailworks, because of her passion for inspiring retail design. She loves being part of the revitalization of an entire Main street or of a single store trying to reinvent itself.

Creating the **wow** factor with display windows that inspire and captivate shoppers to want to see more is just one way Retailworks ups the ante in a retailer's quest to be the must-see store in their area.

Fresh back from GlobalShop 2013, held at Chicago's McCormick Place, Falk sees exciting things covering a wide spectrum for 2014. Romantics will love the lush, drama-filled golden tones mixed with fiery reds and rich greens, while minimalists will appreciate the clean, ethereal neutrals, pale pinks, pine greens and subtle textures of repeating patterns that ensure less is more.

Falk started Retailworks Inc. in 1995 and quickly built it into an award winning, nationally recognized design firm that

“ Good design enhances the perceived value of your product, motivates customers and employees, and increases your bottom line. ”

*—Lyn Falk
President, Retailworks Inc.*

achieved over a million in sales within the first five years.

Some notable clients include: Allen Edmonds, the Kohler Company, MillerCoors, Harley-Davidson, Aveda, Kesslers Diamonds, Sears, and Breadsmith. But she has helped hundreds of independent retailers over the 30 years she has been designing and educating.

Falk and her team meet with retailers to determine their

retail goals and personality or sense of spirit. She uses her knowledge in consumer behavior, business, and retail design to create an environment that tells the retailer's unique story. Today's savvy consumers are looking for a lot out of their brick and mortar experience. Interiors need to be inspiring, informative, memorable, and of course, yield results.

Telling stories by interweaving textures and layering decorative elements, utilizing hot new products for walls and floors, and creating the unexpected ensures a store becomes a destination, not just a place to shop.

Looking to breath new life into a well-seasoned retail or general commercial space? Here are a few simple design tips for creating a profitable environment, courtesy of Retailworks:

Color

Are your store colors appropriate for your image and product lines? Does the color palette you've selected set the tone for the mood you wish to create? For general commercial spaces, are you creating an ambiance that fosters productivity and creativity in your employees? White may be easy, but does it stimulate your employees during the typical mid-afternoon slump?

Kesslers Diamond Center, Greenfield, WI



Olive Organic Living, Milwaukee, WI



Lighting

People respond positively to light that is ever changing (think nature: dawn, mid-day, dusk). Varying your light levels adds dimension to your space and positively affects your customers' and employees' psyches and biorhythms. If your space is currently lit only by fluorescent lights, punch it up with track lighting, table lamps, or floor lamps. Add a chandelier or some fun pendant lights over your checkout counter. Lighting is the most important design element in your space. If you aren't illuminating your space properly, your sales are definitely suffering.

Acoustics

What welcomes your customer into your space? The sounds of your environment help set the mood. Do you have music playing that gives shoppers a spring in their step? Do carpets, drapery and furnishings absorb noise, creating a peaceful ambiance in your boutique shop, or spa? Is your art gallery playing music that reflects and enhances the art on display?

Layout Way Finding

Did you know that strategically locating focal points throughout your store will lead customers effortlessly throughout the space? If you have a dead corner or a department that doesn't get noticed as much as you'd like, it's probably because you haven't efficiently lured your customers from point A to point B to point C. The feet follow the eyes, so place an attention-getting focal point every 15-20 feet and watch how your customers change their shopping behaviors. You'll be surprised how well this works!

Signage

Good signage seems straightforward, yet in the grand scheme of running a business, it can easily be overlooked, or done poorly. Exterior signage should be professionally printed (or produced), well lit, clean, and easy to read. Interior signage should be strategically placed to make it easy for your customers to navigate your space. And scribbled signs taped to your window or a display? Never a good thing!

Furniture

Does your furniture, and placement of it, meet the needs of your retail business? Are there comfortable furniture groupings in your salon or medical practice waiting room? Does your retail shop have welcoming chairs by the dressing room for patient (or not-so-patient) spouses or parents? Does your toy shop have tike-sized furniture to encourage children (i.e. parents) to linger? And do the style and color of your furnishings punch up the space and reflect your "brand"?



Animart, Madison, WI

Regular Updating

A little refurbishing and repurposing every year or so can go a long way in a tired space. Even an energetic space full of vitality can benefit from a redo every few years. Conduct your own "audit", or bring in a professional like Ms. Falk. Whatever works to help you keep things interesting. Your customers should start looking forward to seeing what's new and different in your business every season or every so often. Creating an environment that reflects your brand, tells your story, and caters to your target market is an essential part of being a successful business. You'll feel the renewed energy of the space, and hopefully so will your cash register.

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