



**June 2018**

**Consumer Behavior Specialists**

Branding | Marketing | Commercial Interior Design | Merchandising & Display

Visit our Website!







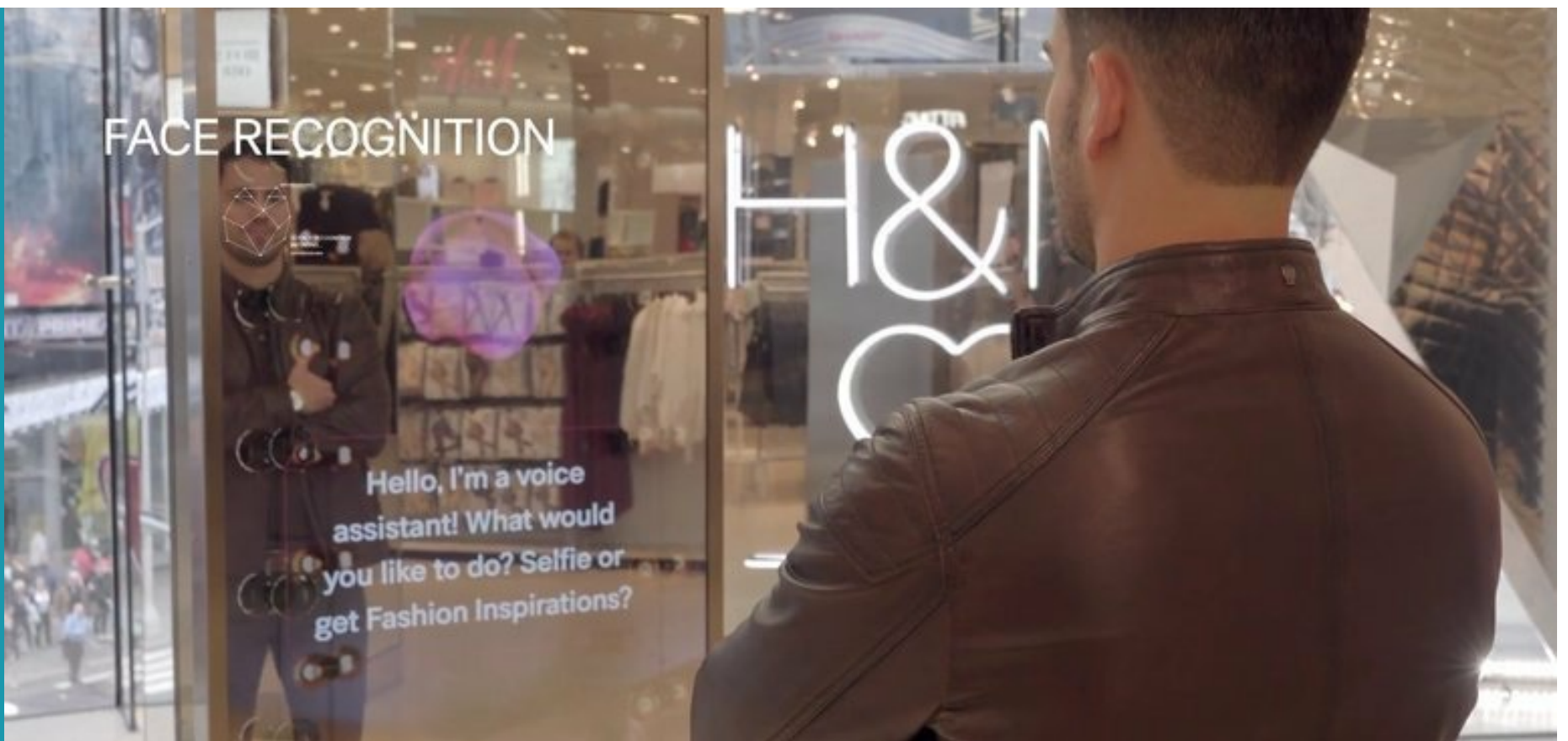
## NeoCon Trends

Earlier this month, our design team traveled to Chicago for the 50th edition of NeoCon- the world's leading platform in the commercial design industry. This show features products and services from both prominent and growing companies, as well as up and coming businesses introducing unique finishes and furnishings. In addition, industry experts provide seminars on today's most relevant topics and trends. The gathering space is the Merchandise Mart in the heart of Chicago. Nearly 1 million square feet and twenty-five floors, our team walked over 15,000 steps to see countless vendors and zero in on this year's trends. Want to know our top five takeaways? Click [here](#).

## Tech in Retail: H&M Voice Interactive Mirror

Retailers continue to strive to deliver more personalized digital experiences. Their focus is to connect directly with consumers and make shopping easier for them.





For example, the fashion clothing store, H&M, recently set up prototype "Voice Interactive Mirrors" at its New York City flagship store. The mirror offers a wide range of capabilities such as selfies, style advice, and even discounts using QR codes. The mirror appears normal, but "wakes up" through facial recognition when someone looks at it for a short period of time. Think you could use that extra set of eyes while shopping? Click [here](#) for more information.

---

### **Main Street Update:** Eagle River Window Installation

On June 14th and 15th, members of our display team headed to Eagle River, Wisconsin for a community-wide window installation. This "Main Street" community's Board of Directors asked our team to help design and install red, white, and blue themed vinyl graphics for summer's biggest holiday, the Fourth of July. We created a coordinated theme that included festive stars, pinwheels, stripes, and an iconic American eagle. Then our display artists helped retailers with their holiday window displays. Need help dressing up your downtown for the Holidays? Give us a [call](#)!



### Tips from Shopper Brain Conference

Our President, Lyn Falk, spoke at the heady Shopper Brain Conference in New York City earlier this month. This Conference provides participants with a deeper understanding of the intersection of retail and consumer neuroscience. Here are five highlights from the conference:





- 1) Due to the bombardment of messages hitting our brains on a daily basis, it's imperative to reduce the amount of images in an ad. Through neurotechnology, studies are showing the ad will make a bigger imprint on the consumer's mind when it has one simple picture. Faces are still the biggest attractor.
- 2) When attracting consumers' attention, consider what part of their brain is activated when they look at the ad - contextual, rational, or emotional? Where do their eyes wander? Aspirational visuals have strong positive impact on viewers. Want to maximize your homepage, print ads, or brochures with the right layout and photo selection? Call us for assistance.
- 3) Haptic technology recreates the sense of touch using vibrations, forces, or motions from the user. This technology has led to the investigation about how the human sense of touch works and ways to recreate it for control of virtual objects.
- 4) Shapes communicate a sense of energy - whether relaxed or active. We react to shapes, textures, and colors on an instinctual level, and via learned responses. Understanding how the elements and principles of design affect consumer behavior in a built environment is critical to creating a successful selling environment.
- 5) Our reaction to sound/noise is 20,000 times faster than our visual reaction (we often hear danger before we see it). A chemical cocktail of oxytocin and dopamine are activated in our brain when listening to music we like. Want to increase sales by implementing cross-modal sensory congruence in your space? Give us a [call!](#)

---

## **Display Tip:** Keep it Clean

Our display team recently installed a summer window display for Kessler's Diamonds' downtown Milwaukee store. They created the word "love," and an image of a dog, using the boxwood plants. The team decided on this because "clean and simple" is often most attention getting. Don't clutter your windows with an assortment of products, but rather attract attention quickly, then provide a simple inspirational message. The truth is that packed, overly complicated window displays clutter the mind and can lead to customers



overlooking your display completely. Come up with a theme and then keep it simple!



Design to Watch:



## Restaurant store

La Mercerie, located at 53 Howard St, New York, NY 10013, is a restaurant that opened in December, 2017, in the Roman and Williams Guild store that allows you to shop while you eat! While enjoying "simple but refined" French food, diners can order the plates, napkins, tableware, candlesticks and even the tables to go, and expect the items to be delivered that day. The owners of the restaurant, Robin Standefer and Stephen Alesch, are the designers and the husband and wife team behind the interior design firm, Roman and Williams. Although integrating a store and restaurant isn't necessarily a new concept, it is becoming a popular trend retailers are paying attention to. For more information click [here](#).











### Client Highlight - Shameless Soap Co

Our client, Shameless Soap Co, uses natural ingredients to handcraft bath and body products, ie: shea butter, olive and coconut oils, yogurt, goats milk, oatmeal, and sea salt.

CEO/Founder, Holly Wallin, wants to ensure her customers are receiving the freshest, highest quality products, hence her company’s motto, "Less is More, Naturally." Our team has taken on the task of helping brand this company, providing direction on logo design, color palettes, store layout, fixturing, visual/display merchandising, and signage and messaging. Holly is an educator with a clear passion of wanting others to be healthy and we believe this passion is the root for the company’s success. Shameless Soap Co. currently has a store in Princeton, Wisconsin and is opening a second store in Southridge Mall (Greendale Wisconsin) in August. If you find yourself in the neighborhood of either location, make sure to stop in and sample their products. For more information, visit the company's [website](#).

### Employee Highlights

Exciting news here at Retailworks as we welcome Associate Designer, Heather Dryfka, and visual merchandiser/display artist, Carolyn Goris. When these two are not producing fabulous work for our clients, Heather enjoys hiking, exploring nature, and taking photographs, and Carolyn enjoys reading books and magazines, relaxing at the beach, gardening, traveling, and spending time with her daughters. So happy to have them on board!









 Robly