

Image



December 2018

Consumer Behavior Specialists

Branding | Marketing | Commercial Interior Design | Merchandising
& Display

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Top five Accomplishments in 2018

- 1. We won an International Design Award for a window display we created
 - with paper dresses for Kessler’s Diamonds in downtown Milwaukee
- 2. We hit our sales goal for 2018 well before year end
- 3. Lyn received highest marks from attendees for her presentation at the
 - International Shopper Brain Conference in NYC
- 4. We completed a very successful 48-hour makeover of Annie’s Café in
 - Fond Du Lac
- 5. We moved into our fabulous new office (watch for an invite to our Open House this spring!)



Main Street Update

The 48-Hour Makeover is Back!

We are excited to announce that we will be participating in our second Main Street



Makeover in 2019! As noted above, last year's 48-Hour Makeover was awarded to beloved Fond Du Lac business, Annie's Cafe. It provided to be a big success as seen in an increase in the cafe's traffic and sales.

We're looking forward to making over another valued Wisconsin Main Street business in 2019. We are currently reviewing twenty entries, and will be interviewing the top five candidates in early January. Follow along with us as we help another community-focused business bring their dreams for their space to life in mid-April!



Trade Show Scouts

Looking to find new product lines or on-trend display props? Looking for fresh ideas to incorporate into your store? For a nominal fee, our display artists will scout the [Atlanta Gift Show](#) for you and bring

ideas back that will work with your brand, add to your product selection, and help you create “wow” window displays. If you’re interested, all you have to do is schedule a short meeting with a display artist so they can gather your pertinent information. Deadline for getting on the list for the January gift show is **January 10th**. [Call or email](#) us for more information.



Design Tip

How to Use Pantone Color of the Year - Living Coral

Just as winter begins to play with the amount of daylight we receive, painting more brushstrokes of grey in the sky, comes a ray of sunshine -- Pantone Color of the Year 15-1646 Living Coral.

Pantone describes the color as an “animating and life affirming coral hue with a golden undertone that energizes and enlivens with a softer edge.”

This warm and vibrant color goes well with several pastel colors such as sage green, light blue, soft turquoise, and lavender. It also pairs well with white, off-white, grey and black.

Use it strategically as an accent color to call attention to a department or product. Select fabric or accent pillows to update furniture.

Hang a backdrop in your window in this color. Place coordinating colored merchandise in front of it for good visual contrast. Post a note, acknowledging this on-trend color. Your customers will appreciate your fashion-forward know-how.



Client Highlight

Scout Shop in Kenosha

Many of us have had the honor of being a Scout at some time in our life! Our design team is looking forward to experiencing nostalgia of

these days, as they will be helping Three Harbors Council - Boy Scouts of America to renovate their store in Kenosha, Wisconsin. Full of badges, books, and uniforms, the store is a great place where Scouts can get all of their necessary supplies. Our team is helping this worthwhile organization with their layout, colors, finishes and fixtures. We're looking forward to seeing the finished store in early spring! Do you know someone in southeastern Wisconsin who you think should get into Scouts? Check out: Check out:

<http://www.threeharborsscouting.org>

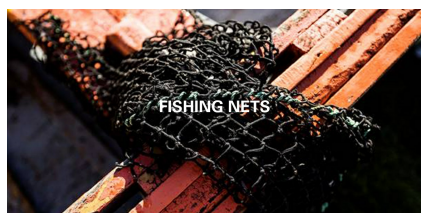
New Product We Love

Net Worth

640,000 tons of fishing net enter the ocean each year. Humanscale has partnered with Bureo, a company that develops innovative solutions to prevent ocean plastic pollution, to begin combatting this problem. The duo created Smart Ocean Chairs - the first-ever ergonomic chairs to be made with recycled fishing nets! In an effort to clean up our oceans, Humanscale uses almost two pounds of recycled fishing net material to create each chair. Smart Ocean chairs are sustainably designed and Living Product Certified, and use form-sensing mesh technology to adjust and move with each unique person who uses them. Now that's a piece of office furniture worth sitting on!

Click here to learn more:

<https://www.humanscale.com/smartocean/index.cfm>



Retailer to Watch

Dunkin'

Dunkin' is making big changes.



They recently cut the “Donuts” from their name, revamped their logo, and began rebranding and redesigning their stores. We’re excited to see what 2019 brings for the revitalization of their brand, which will include, according to [design:retail](https://www.designretailonline.com/news/retail/dunkin-to-introduce-in-store-ai/utm_source=SilverpopMailing&utm_medium=email&utm_campaign=Daily%20Newsletter%2011.27.2018%20(1)&utm_content=), the integration of artificial intelligence. Dunkin’ is planning to maximize mobile ordering and utilize AI in 2019 to help suggest orders for their customers based on their age, gender and even mood. Talk about giving the customer what they want! Their redesign will also introduce self-serve coffee taps and order pick-up lockers. Keep an eye on Dunkin’ to see how they use these new strategies to enhance their business in the coming year.

[https://www.designretailonline.com/news/retail/dunkin-to-introduce-in-store-ai/utm_source=SilverpopMailing&utm_medium=email&utm_campaign=Daily%20Newsletter%2011.27.2018%20\(1\)&utm_content=](https://www.designretailonline.com/news/retail/dunkin-to-introduce-in-store-ai/utm_source=SilverpopMailing&utm_medium=email&utm_campaign=Daily%20Newsletter%2011.27.2018%20(1)&utm_content=)

Favorite Things We Did This Month

Holiday Festivities

We celebrated the most wonderful time of the year with an old tradition and a new one! We had our annual Tree Skirt Party at the new Jewels Caribbean Restaurant (locally owned, woman owned, and in our new neighborhood!) <https://jewelscaribbean.com>, where we celebrated a year of hard work and awarded Heather for the best-decorated tree skirt! We also started a new tradition — a Grinch and ‘Nog Party, during which we watched the *How the Grinch Stole Christmas* while enjoying spiked eggnog!

Thank you to our customers, business partners and friends for such a wonderful year! We wish you all the happiest of holidays and are looking forward to what the new year brings for all of our relationships. Merry Christmas, and Happy New Year!



