

Image



January 2019

Consumer Behavior Specialists

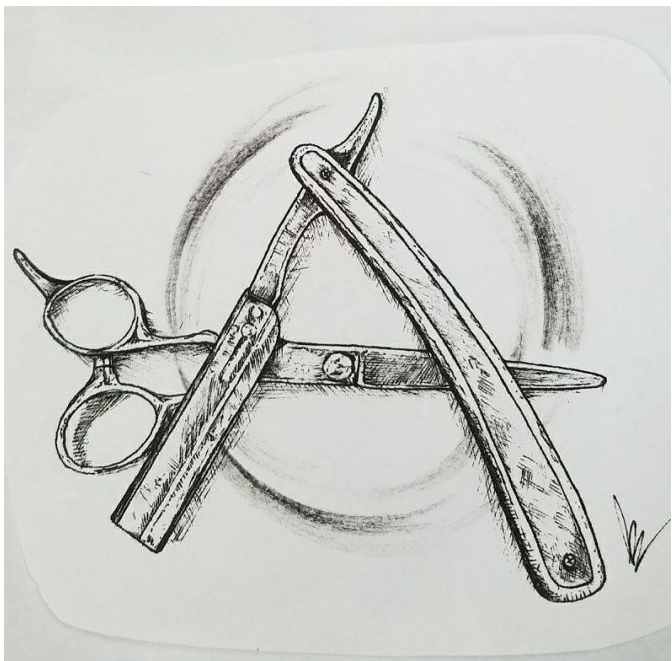
Branding | Marketing | Commercial Interior Design | Merchandising
& Display

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Main Street Update

Shave and a Haircut (And a Makeover!)

The plans for our 2019 Main Street Makeover are officially underway! We are excited to announce that we have narrowed down 20 applicants to select the recipient of the



makeover: Anthony’s 511 in Watertown, Wisconsin. Anthony’s, a community-oriented barbershop, was chosen as the winner of the makeover based on factors including their successful business track record, clear vision for goals to enhance their business, a need to update their exterior, and an opportunity to redesign their interior

to add more barber chairs to better utilize the space.

Anthony’s 511 was also considered a major contender because of the positive impact the business has on the Main Street community. Serving as a prominent Watertown gathering space, Anthony’s has made positive connections and relationships with many recurring customers, as well as given back to the community through charitable events.

We are excited to work with the Wisconsin Economic Development Committee and the Wisconsin Main Street Program to help this local business flourish by giving it a 24-hour makeover this April! Follow along on our social media channels and in our newsletter for developments on the project.

[Click here](#) to learn more.



Expert Window Display Tips to Get Shoppers to Come In

Our president, Lyn Falk, was recently interviewed by UK Publication *Fashion United* on how to design window displays that will catch shoppers’ attention long enough to get them to come through your door. Whether your business is big or small, you can use Lyn’s tips to create an eye-catching window display that will turn passersby into customers!

1. Tell A Story

Effective window displays should tell a story and incorporate a theme, whether it’s a color, shape, style or category of product. Compliment your product with props that tell a story potential customers will relate to.

2. Think In Layers

Make your display visually appealing by incorporating a variety of layers. Start with a vinyl window graphic, then add mannequins and props, and finish it off with a background. Each layer will attract attention from a different distance - so that those passing by either on foot or in a car will take notice.

3. Stick To Your Principles

Don't forget the three key principles of design: repetition, contrast and movement! Make a strong visual statement by repeating an item or using multiples of one product or prop. Try to incorporate movement where you can - it always draws the eye.

Get more display tips from the article [here](#)!



Client Highlight

Shoe Fly, PA

We're so happy to be working once again with Todd Lewis and his team at [Shoe Fly](#) on their new store in Harrisburg, PA. It was only two years ago that we helped design their store in York, PA, which we're happy to hear is experiencing great success! The Harrisburg store will feature a large women's department, colorful kids' department and an extensive outdoor/athletic/men's department. We're helping with layout, finishes, lighting, signage and decor. She Fly continues to grow throughout Pennsylvania - so if you're in the area, check them out!



Inspiring International Design

Amsterdam Light Festival

The seventh annual Amsterdam Light Festival was last month, and we’re in complete awe! The festival featured 29 light-based works throughout the city’s historic center, created by artists, designers and architects from around the world. Most of the illuminated art pieces were along Amsterdam’s famous canals - making them doubly stunning as their light reflected in the water. Put this festival on your travel bucket list!

[Click here](#) to learn more.

Image source: www.thisiscolossal.com

Introducing CreaTIPity!

One of our New Year’s resolutions is to share our design and display expertise with you every day! So, we started #CreaTIPity on our Instagram account. We’ll be sharing 365 days of design and display tips in 2019 - [follow along](#) to learn something new every day!

The Coolest Things We Did This Month

Dallas Detour

Our Interior Designer, Heather, traveled to Dallas and explored [Thanksgiving Square](#), a small park located in the heart of downtown. Thanksgiving Square serves as a gathering place to bring community members together. It has many water features to drown out the sound of the busy city, creating a tranquil space.



Stunning stained glass from inside the chapel in the square!

Soothing water features make the square perfect for mediation.

Adventures in Atlanta

Our Display Artists, Kim White and Carolyn Goris, visited one of our favorite places for display inspiration: the [Atlanta International Gift & Home Furnishings Market in Georgia](#)! Some of their favorite things they spotted this year were:

- Mixed Metallics
- Yarn and Pom Poms
- Pink Flamingoes
- Faux Fur
- Secondary Colors like Blush Pink and Medium Blue
- Succulents
- Antlers
- Ladybugs

