

Image



Consumer Behavior Specialists

Branding | Marketing | Commercial Interior Design | Merchandising
& Display

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Main Street Update

Empty Storefronts Conference

This month, Lyn attended the fourth annual Empty Storefronts Conference presented by the



National Association of Industrial and Office Properties (NAIOP), NEWaukee and the Commercial Real Estate Development Association. The day-long conference in Milwaukee featured both local and national speakers discussing holistic solutions, best practices and fresh ideas for filling vacant storefronts. Bringing life to empty storefronts can attract more businesses and increase foot traffic in an area, making it a healthy solution for downtowns. Lyn has always been a proponent for revitalizing main street spaces by filling vacant storefronts, and had a great time exploring neighborhoods and vacant spaces while learning new strategies for

bringing life to vacant storefronts.



Display Tip

Three Tips and a Toast

This month, we created a jubilant holiday window display to celebrate our client, Diedrich Jewelers', 95th business anniversary. Here are a few of our favorite tips that we used when designing this display:

- 1.** Repeat an object or objects relating to the display's theme to reinforce the message to the viewer and create bigger impact. In our display, we used the repetition of silver champagne flutes to magnify the display's celebratory nature.
- 2.** Use odd numbers! We used five trees and five banners in our client's windows to create visual interest.
- 3.** Play with color. Our client recently refreshed their logo color, so we made a branded statement by using a pop of teal on the tree frames and banners in the window.



Client Highlight

I Scream, You Scream

We're thrilled to be helping ice cream giant, [Blue Bunny](#), define and

select merchandise for their new gift shop, located in charming downtown LeMars, Iowa, the headquarters of this delicious cold treat. The gift shop will be surrounded by the company’s already very popular “ice cream parlor,” and new museum and event space on the second floor. A must-see next summer so put it on your road trip list!



Inspiring International Design

Helping Hands

We’re in awe of the stunning pedestrian bridge that opened near Da Nang, Vietnam this past summer. The 500-foot structure, known as the Golden Bridge, rests in the palms of two giant weathered hands and overlooks beautiful mountains and flowers. The breathtaking bridge was designed to attract more visitors to the area. We’re jealous of anyone who gets to see it in person!

[Click here](#) to learn more.

Image source: www.thisiscolossal.com

New Product We Love

Leucos Blown Glass



This month, we’re loving stunning light fixtures by Leucos. The lighting company uses Venetian glassmaking techniques to create innovative, decorative light fixtures. Check out this mesmerizing video of Leucos workers creating their Katerina collection.

The Coolest Things We Did This Month

Oh, Deer!

It is a European tradition for businesses to fill their window boxes with festive decorations throughout the winter season, so we were excited to help owner of Lakefront Brewery, Russ Klisch, bring this festive custom home to his Milwaukee brewery. Our Display Team adorned Lakefront Brewery's outdoor window boxes with oversized, exaggerated deer characters drinking and having fun, bringing a feeling of joyful celebration to the brewery for the holiday season. We added illuminated beer mugs, foam bubbles, and corkscrew lights, as well as ornaments and greenery, to create eye-catching displays. A few festive displays can go a long way when it comes to creating visual interest in your business for the holidays. Get in touch with our Display Team to see how we can bring a festive atmosphere to your business!



That's a Wrap

Our Display Team worked with the Milwaukee Business Improvement District #21 to bring holiday cheer to an underutilized

plata outside of the 310 building on Wisconsin Avenue this month. We wrapped several trees in Christmas colors - with a harlequin twist - and adorned them with pompoms and hanging decorations. The festivities didn't stop there - we even created a holiday sweater for Gertie the Duck on the Wisconsin Avenue Bridge! A few simple but creative decorations can make a big difference when it comes to refreshing downtown spaces for the holidays. Check out our work the next time you're on the Avenue!

