



**April 2019**

## **Consumer Behavior Specialists - Experience Curators**

Branding | Marketing | Commercial Interior Design | Merchandising & Display

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## **Feature Article**

### **Aroma - Make Scents**

Our sense of smell was our first sense to develop, and whether we know it or not, it is a huge part of how we process the environment around us. Why is aroma so powerful? Because our olfactory lobe is located in the limbic system of our brain, and that area controls our emotions and triggers memory. Some call our sense of smell, “involuntary memory.” This direct connection to the limbic system means we initially bypass logical reasoning. Only after we respond emotionally, does our intellect kick in.

When determining what aroma is right for your store, think about your target market, the product lines you are selling, and the time of year. Create a signature scent for your store that is used year-

round, or, change the scent seasonally.

Keep in mind that some people may have allergic reactions to synthetic scents, so use essential oils or natural sources whenever possible – a little goes a long way. Mini crock pots, warming pots, and wicks in oil, are all ways to disseminate essential aromas into the air.

Aroma was the subject of a recent podcast from the [Spa Industry Association](#). Our Lyn Falk was the guest expert and she spoke with Allan Share, president of the Association. To view the program, [click here](#).

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## Main Street Update

### Retailworks Tech Visits

Retailworks has been on the go traveling to four different cities in Wisconsin this month helping Main Street business owners in Beloit, Kenosha, Racine, and on Martin Luther King Drive in Milwaukee.

We provided a 90-minute presentation on the latest and greatest visual merchandising techniques and display tactics. Following the event, we conducted on-site consultations with storeowners helping them update storefronts and window displays, as well as enhance the interiors and improve in-store merchandising. "Independent business owners are the heart of America. Bringing our professional eye and expertise to help them become better business operators so they can thrive and grow, is a special and rewarding part of *our* business," says Falk, lead speaker and retail consultant.

### Design in Progress

[Anthony's 511](#), a barbershop in Watertown, Wisconsin, is all abuzz and we don't mean just cutting hair. Design is underway both inside and out for the winner of



the Wisconsin Economic Development Corporation’s (WEDC) annual Main Street Makeover Contest.



Retailworks has been meeting often with Anthony, members from WEDC, and the Watertown Main Street Director, discussing the shop’s layout, lighting, finishes and signage. With the grand unveiling scheduled for 8:30am on May 8th, we are eager to see the project come to fruition. You could say, it’s sheer excitement!



## Display Tip

### Tip Toe Through the Tulips

Spring has sprung and it’s time to bring the season into your space, whether it's via a storefront, or a lobby/reception area.

As part of the seasonal window display services we provide our client [Diedrich Jewelers](#) in Ripon, Wisconsin, our talented team of display artists spruced up their storefront with some fun flowers that require no watering! These large, bright pink, paper tulips capture the attention of all those walking by. They also compliment the floral images our team created for some of the display cases

inside the store (as featured in a previous [newsletter](#)). They even made the local newspaper!

If you’d like us to provide your store or office with eye-catching seasonal displays, contact us at 414-249-4881 or [solutions@retailworksinc.com](mailto:solutions@retailworksinc.com).

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## Client Highlight

### Experience Curators - Space Audit



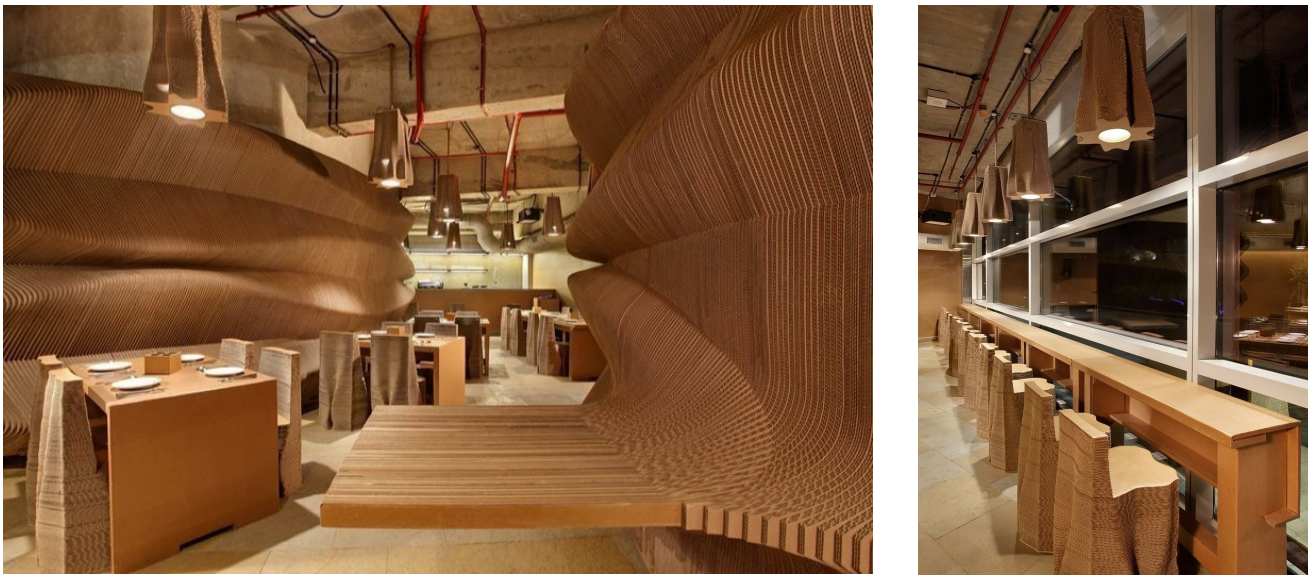
Lyn Falk traveled to Anaheim, California last month to audit the convention center for the Next Society of Engineers ([SWE](#)) conference.

She analyzed the property and building interiors – entrances, pathways, breakout rooms, ballrooms, event rooms, color/texture schemes, furnishings, permanent décor and signage. She then determined how best to engage the attendees throughout their stay, addressing: focal points, messaging areas, event areas, and temporary décor (2-D and 3-D).

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## Inspiring International Design

### Serving Up Sustainability



The term “think outside the box” (cardboard box, that is) has taken on a whole new meaning in India. That’s where you’ll find the Cardboard Bombay café where many of its walls, furniture and light fixtures are fabricated from corrugated board. This material was selected as the “plat du jour” for its sustainability, versatility, and sound absorption properties. To learn more, [click here](#).





## Stay Tuned

Our President, Lyn Falk, has been asked to speak at the International Shopper Brain Conference in Amsterdam this fall. [Click here](#) for conference agenda.

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## New Product We Love

### Writeable Storage Unit



There are a lot of writeable, magnetic surfaces that are available either as wall mountable or portable floor units, but how about one that has storage? Springboard's A-frame is a versatile, mobile, magnetic glass writing surface, shelving unit and room divider all in one! It's great for retail displays as well as for office and corporate environments. And they come in a variety of pastel colors. What a fun way to project spring into your store or office! [Click here](#) to learn more.

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# The Coolest Things We Did This Month

## High Point Market



With an increasing number of retail, corporate, and medical environments incorporating a hospitality style into their spaces, it's important to keep a finger on the pulse on the latest in home furnishing designs and trends.

Our senior interior designer, Holley Bakich, recently traveled to North Carolina to attend Spring 2019 [High Point Market](#) – the largest furnishings industry trade show in the world. She saw some of the latest offerings from more than 2,000 manufacturers in 11.5 million square feet of showroom and exhibit space.



This year's trends include:

- **Maximalism** influences those homeowners who want to express their personalities and brand in a bold and confident



manner. They seek interiors that are colorful, adventurous and expressive.

- **Mixed materials** in upholstered furniture can blend the warm and cool tones of metal, wood and textiles providing harmony and a contemporary flair to a piece.
- **Curves** and their sinuous free-flowing form flowed throughout the showrooms onto furniture, light fixtures, mirrors, and accessories. Arches were also incorporated into many of the showroom walls.
- **Brass and gold accents** remain a popular choice to adorn furniture and décor and give them that added pop of luxury.

Other trends on tap are, natural materials (raffia, wicker), animal and hand motifs, velvets, and colors of: blush, pink, emerald green, moss and indigo.



## International Esthetics, Cosmetics & Spa Conference







