



May 2019

Consumer Behavior Specialists - Experience Curators

Branding | Marketing | Commercial Interior Design | Merchandising & Display

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POPUP SHOP





Design Tip

Pop-ups Keep Pop-in Up!

What's an effective way for a retailer to expand their brand exposure exponentially, increase store locations and customer base, test out new designs and products, and engage shoppers in a fun way? If you said pop-up stores, you're correct!

More than ever, consumers are looking for a personalized shopping experiences and pop-ups provide just that. In this business venue, shoppers can meet one-on-one with artisans, designers, and salespeople and get personalized attention.

Due to their temporary location, pop-up stores have a "here today, gone tomorrow" existence. As a result, they provide an alluring, exclusive type of shopping experience and a sense of urgency to buy, all which lead to additional sales.

Revenue is not the only thing that can grow from this sales environment. Your creativity can as well! Because of their temporary nature, pop-ups can be more creative and whimsical in design. What a perfect opportunity to get consumers to take notice and to create an Instagrammable moment. And what a perfect opportunity for you to drive up social media traffic and expand your brand!

So, if you are thinking about creating a pop-up, here are 10 things to consider... ([click here](#) to read more)

Need help designing or merchandising a pop-up store, please send us an email at solutions@retailworksinc.com or give us a call at 414-249-4881.

Image source: www.currentcommerce.com

Image source: www.bostonmagazine.com

Inspiring International Design

C'est Magnifique!





Situated in one of the Mediterraneans’s most beautiful bays is [Nhow Marseille](#), a newly renovated designer hotel located in the south of France. Full of unconventional spaces, its design draws on a vibrant color palette, water, and local street art.

It has lively modern décor, including sardine-shaped cushions, jellyfish lamps, and graffiti-style pieces.

Image source: www.interiordesign.net

Client Highlight

Mark Jewellers

We’re happy to be working with Karla Doolittle on the expansion and renovation of her jewelry store,



Mark Jewellers, located in a historic building on a main street not far from downtown in LaCrosse, WI. She is the second generation owner and motivated to provide a new experience for her customers. We love everything about this project! Our team will be working on a new layout, color/finish scheme, lighting, and casework on the inside, and retrofitting the outside. Stay tuned for before and after photos this fall! For more information on this hometown jewelry store with great service, go to: www.markjewellers.com/.

New Product We Love

Artisanal Treasures





These exquisite, handmade, ceramic tiles from [Mercury Mosaics](#) are the icing on the cake for the kitchen in our office. “Diamonds” is the name of the pattern and these stunning tiles are truly the jewel of this room. Even the letters that spell out the word “espresso” are individual hand-crafted tiles!





Every visitor who walks through our kitchen compliments us on the tiles’ beauty, color, and finish. One look at these and you’ll know that diamonds aren’t just a girl’s best friend.

The Coolest Things We Did This Month

Business of Hospitality





Lyn Falk and Lisa Morgen attended the Milwaukee Business Journal’s Business of Hospitality event in Milwaukee and gave it high marks! Christine Loose, from [KOHLER](#), delivered a keynote address, which was followed by a panel discussion with Paul Bartolotta ([The Bartolotta Restaurants](#)), Peggy Williams-Smith ([Marcus Hotels & Resorts](#)), Rodney Ferguson ([Potawatomi Hotel & Casino](#)) and Keran Nulty ([Milwaukee Bucks](#)). Afterwards, Lyn and Lisa had the opportunity to meet with hospitality professionals and inform them of the LMF Group and how our services can support their business needs.





Women in Design



“Art as an Agent of Change in the Workplace” was the subject of the [Women In Design Milwaukee](#) event which many of our staff members attended. We thoroughly enjoyed hearing from a group of esteemed panelists consisting of local artists, curators and art historians who all emphasized the importance of including art as an element of design and appreciation in the workplace.



A New Day





For the past five years, Holley Bakich, our senior interior designer and member of Wisconsin Visual Artists ([WVA](#)), has been making mixed-media sculptures of the twelve animals of the Chinese Zodiac—you know, the ones you see on placemats at Chinese restaurants. Recently, she exhibited Rat, Ox, Tiger, Hare, Dragon, Snake, and Horse at the [RedLine Milwaukee gallery](#) as part of the WVA membership exhibit, “A New Day.”

We love her artwork and think you will, too! To see more, follow her on Instagram [@holleybak](#).



Main Street Update

Shear Excitement

Drumroll please. The weather was cloudy but the mood was celebratory on May 8th, when the renovation work of [Anthony's 511](#) in Watertown, Wisconsin was unveiled.

Watertown's Mayor, Emily McFarland; Main Street Director, Melissa Lampe; Barb LaMue, VP, Economic and Community Development with the Wisconsin Economic Development Corporation ([WEDC](#)); and Wisconsin State Representative, John Jagler, were all on hand to kick things off. Owner, Anthony Chentis, thanked the WEDC and Retailworks' team, contractors, and volunteers, for their generosity and hard work before the curtain was dropped. Inside, tours were provided along with coffee and refreshments. But the featured activity was when Anthony cut the mayor's hair – first customer in the newly renovated space!





511



Say What?



“Instagrammable moments have to be integrated into the design and centered around a great story.”

Mike Johnson II, senior interior project interior designer at Perkins + Will. [Perspective magazine](#)

The Green Scene

Inspired from nature, Gerflor’s DWL Linoleum Landscape Collection is made from natural, renewable 100 percent biodegradable ingredients. Its designs mimic natural landscapes and its colors run throughout the homogenous construction. To learn more, [click here](#).





If you'd like to see where we create magic or want to learn more about Retailworks, Inc, and LMF Group, please give us a call 414-249-4881 or send us an email solutions@retailworksinc.com, solutions@LMFgrp.com.



