



June/July 2019

Consumer Behavior Specialists - Experience Curators

Branding | Marketing | Commercial Interior Design | Merchandising
& Display

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Feature Story

Insightful Packaging

They say you can't judge a book by its cover but in the retail industry that is not true. Case in point--packaging. With consumers having so many choices for buying products online and in stores, package designs play a key role in purchasing decisions and brand expansions. Color, shape, and contrast are first to attract our attention, followed by photos (we're attracted to faces), and words (fewer is better!). Just as we apply art and science principles to the design of an interior space, the same can be said for package design.

For more information on the importance of effective packaging, [click here](#).

Inspiring International Design

C'est Magnifique!



Did you ever wish you could be part of a comic strip? Well now you can! All you have to do is visit the quirky and popular Cafe Yeonnam-dong 239-20 in Seoul, South Korea. This small eatery’s use of monochromatic 2-D design, makes you feel like you have entered a cartoon. To take a step inside, [click here](#).

Image source: www.thisiscolossal.com

Client Highlights

Dutille's Jewelry Design Studio



We’re excited to be helping this third generation owned jewelry studio in beautiful Lebanon, NH, as they double the size of their space. The store is in a historic building that sits on the town square (our favorite kind of work!). We’ll be creating a design (inside and out) that reflects the creative authenticity of not only the building but the unique and reputable custom jewelry business. We’ll also be assisting with a logo refresh. To learn more about the quality and tradition of Dutille’s, [click here](#).

We love transaction counters and often refer to them as the heartbeat of the store. We just finished

designing a large, branded four-sided counter for a new Uniquities store in North Carolina. These upbeat, fashion stores feature an “edited selection of emerging to established designers” and they are serious about the design of their checkout counter, so we were a perfect fit! To learn more about this unique apparel/accessory store, [click here](#).

uniquities

The Wells Visitor Center & Ice Cream Parlor

Congratulations to our client Blue Bunny Ice Cream in Le Mars, Iowa for the grand opening of [The Wells Visitor Center and Ice Cream Parlor](#)! We were delighted to be part of their renovation by providing visual merchandising services. We wish them scoops of sweet success!



New Product We Love

A Sustainable Model

The fashion industry continues to make efforts to produce more



sustainable products by incorporating eco-friendly materials into their design and manufacturing processes. But what about mannequins? The company, [Bonaveri](#), produces an eco-mannequin that is derived partly from sugar cane and other natural biodegradable materials. Try that on for size!



Building Update

Think & Create

It's the icing on the cake! The façade of our building is complete with the addition of 3-D letters spelling out the words "think" and "create" (after all, that's what we do well!) along



with corresponding light shades placed over our windows.

In addition, we created fun, unique seasonal decor items for our fence and tree that capture the attention of passersby.

The Coolest Things We Did This Summer

GlobalShop 2019



The design and display teams visited GlobalShop 2019 in Chicago to see what the latest trends are in fixture design and visual merchandising. Unique puck wall, digital signage, LED graphics, and gold accents continue to reign.



WOCNext - Experience Curating

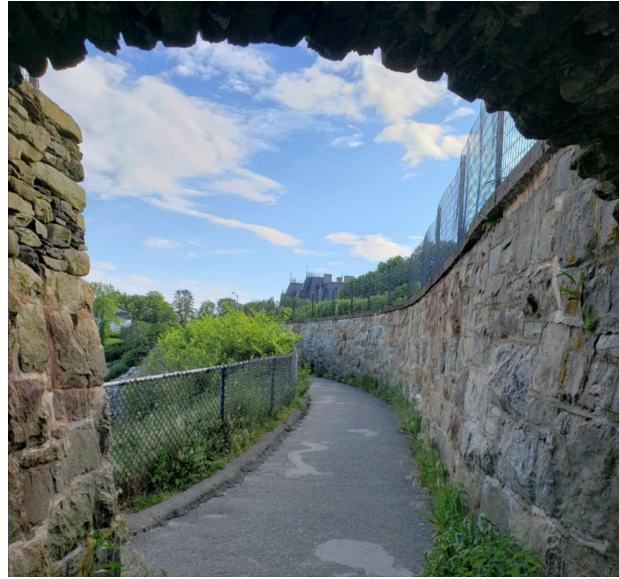


[WOCNext](#) 2019 took place in Nashville, Tennessee in June. WOCNext is an event for healthcare professionals dedicated to

providing expert care to patients with wound, ostomy, and incontinence needs.

Retailworks Inc.owner, Lyn Falk, and retail consultant, Bambi Grajek-Specter, were on hand to analyze the conference's space and survey the attendees regarding their event experience.

On the Road Again - East Coast Style



Lyn Falk (President, Sr. Designer) and Holley Bakich (Senior Interior Designer and Project Manager) traversed the east coast with stops in 11 cities starting in Baltimore, Maryland and ending in Manchester, New Hampshire to conduct site surveys for three clients' retail stores.

Spa Industry Podcast



Retailworks continues to deliver informative and upbeat podcasts for the [Spa Industry Association](#). Lyn Falk discussed the importance of music and how best to use it in a spa environment, and display artists Kim White and Carolyn Goris spoke on the subject of visual merchandising. To listen to the programs, [click here](#).

The Wright View



Situated on 800-acres in southwestern Wisconsin near Spring Green, is Taliesin--the home, studio, and school of architect Frank Lloyd Wright (1867-1959). Lisa Morgen, our design & marketing coordinator, took a tour of the 37,000 square foot home where some of Wright's art and furniture are still in place. "The thing that impressed me the most was the land upon which Frank Lloyd Wright built his home. The rolling hills are absolutely gorgeous and the views from the estate are spectacular!" she says. To learn more [click here](#).



Now You See It, Now You Don't



Holley Bakich and her astronomer husband traveled to La Higuera, Chile, to watch the total solar eclipse that took place on July 2. This marks the 8th time they have witnessed a solar eclipse together. Nice date!

Say What?



“Art can help people who walk into your building connect to that culture and provide authentic experiences.”

Ruth Kasko, Curator & Manager, Northwestern Mutual’s Art collection, Milwaukee, WI.

The Green Scene

Industrial waste products can play havoc with our environment but one designer is putting it to good use. Meet London-based designer Charlotte Kidgee who creates furniture and room decor out of these materials. [Click here](#) to see more of her work.

Image source: charlottekidger.com



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.

