



**December 2019**

**Consumer Behavior Specialists - Experience Curators**

Branding | Marketing | Commercial Interior Design | Merchandising & Display

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*a division of Retailworks Inc.*



## Feature Story

### LMF Group & Satellite Office Take Shape

We're happy to announce that we have launched two new business endeavors: a division called LMF Group and a satellite office in

Tucson, Arizona.

LMF Group provides commercial interior design, display, and branding services for the corporate hospitality, convention and healthcare industries. "People know us for our award-winning designs, and more than 24 years of experience," says Lyn Falk, founder, CEO and president of Retailworks Inc./LMF Group. "However, some people don't realize that we provide design solutions for a variety of markets. So, we created LMF Group to address the needs of businesses outside of the retail industry."

Another new development that we're excited to announce is our new satellite office in Tucson, AZ, which is managed by our Senior Interior Designer/Project Manager Holley Bakich. "We provide solutions to companies nationwide, so it made complete sense to open a satellite office when Holley moved to Tucson along with her husband who recently retired," says Lyn. "She is a key member of our design team and will continue to manage projects for us." Holley is thrilled to be working from her favorite State in the Union, and says, "Lyn and I travel quite a bit to visit clients located throughout the country, so my being in Tucson was not an issue for them."

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## Display/Design Tip

### Space Illumination



Image Source: Stephen Young

Lighting will make or break your selling environment. The correct lighting will create an atmosphere that reflects your brand, showcases your products, and appeals to your target market - all helping to increase sales.

Here are the top five things to think about when illuminating your business:

1. Natural Light - get as much as possible into your space. Products and people look best in natural light and we positively respond to environments that have a lot of daylight.

2. Multiple Types of Artificial Light - no one likes a space with a monotone light level. It doesn't motivate or stimulate occupant behavior. Instead, incorporate multiple types of light to create interest and intrigue and to direct/lead customers. For instance, select a nice ambient light for general use of the space, then highlight focal points with directed track lighting. Bring in subtle glows here and there with hidden cove lighting. And finally, add decorative lights that work with your brand for visual impact.

[Click here to learn more.](#)

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## Design Client Update

### Roderer Shoe Center

We're delighted to be working with Roderer Shoe Center again — a fifth-generation family shoe store established in 1906 in Dayton, Ohio. They are remodeling their multi-department store and we're providing layout, finish selection, custom cabinetry, furnishings, and graphics design services. Included in our designs are a nod to the world of flight (Dayton is the birthplace of the Wright Brothers), high-tech and low-tech elements, along with a soft lounge area with unexpected seating options.

It's definitely going to be worth a visit if you're in the Dayton area this coming spring! In the meantime, we invite you to visit their website: <http://roderershoecenter.com>

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## Display Client Update

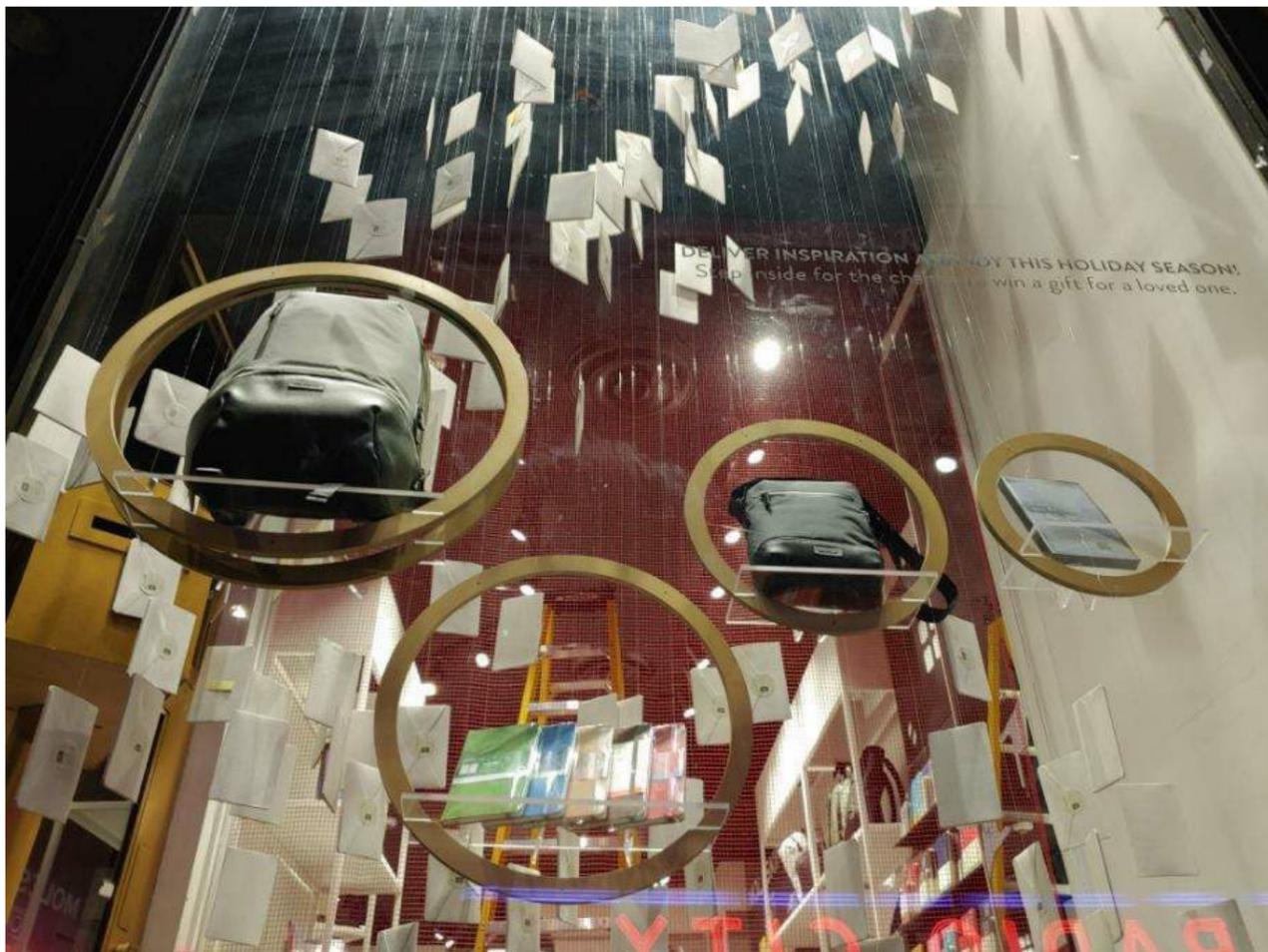
### Moleskine America

A huge Christmas tree and ice skaters are not the only things on display at Rockefeller Center in New York City. Just a few steps away, a fantastic window display that our designers fabricated for [Moleskine](#) America, is capturing the attention of pedestrians.



At the company's midtown Manhattan store located in Rockefeller Center, you'll find more than 160 small "notebook mailers" suspended from the ceiling, appearing as if they are falling into a golden mailbox. In front are four ring-shaped shelves showcasing moleskine products. The store's owner created the design and asked our team to fabricate and install this fun display. We fabricated the mailers and mailbox all out of paper and designed the technical details for the circular shelves, which are made out of plexiglass and PVC. Our display artist, Becky Tesch, flew to The Big Apple where she installed the delicate operation with great finesse.

We are thrilled to have provided the "write" solutions for this international company known for its iconic meeting planners and journals, and other fabulous product designs.



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**Bayshore**



Baby it's cold outside but winter in Wisconsin is being celebrated at [Bayshore](#), an open-air, mixed use shopping center located in Glendale, Wisconsin.



As part of Bayshore's "Smiles with Santa" event, we designed a cozy area (fireplace and all) inside the center's rotunda where children can have friends and families take their photo with Santa. Our designers also created four vignettes representative of bygone eras, specifically the 1950's through the 1980's, by incorporating pieces of vintage furniture along with rugs, lighting and custom-designed backdrops - providing unique Instagrammable moments.



But that's not all. To brighten up the season, our team created five magical window displays. Each one includes layers of fun elements. If you're in the area, stop by and have a look!

## The Coolest Things We Did Recently

### Shopper Brain Conference-Amsterdam



The retail world is changing at a fast clip but Lyn Falk, owner & president of Retailworks Inc. and LMF Group, is on top of all the recent trends and how the brain influences buying decisions.

She recently shared her consumer behavior expertise at the Shopper Brain Conference in Amsterdam. There she spoke to neuromarketers, researchers, and senior-level brand executives about developing a retail environment that appeals to our left and right brains - to create that informative yet emotionally engaging experience - and our six senses



- for that memorable experience. Ultimately, the tools she provides help every business owner create a more profitable space. If you'd like Lyn to speak to your group, please reach out to her: [solutions@retailworksinc.com](mailto:solutions@retailworksinc.com).

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## RADD Expo



The cannabis retail market continues to grow as more states legalize the use of this product. To learn more about interior design needs for retailers within this industry, our Director of Marketing & Communications, Lisa Morgen, and Display Artist/Project Manager, Kim White, attended the RADD Expo, a national, business-only cannabis trade show for retailers and dispensary owners in the legal marijuana industry. They shared a part of an exhibit space that our partner, [Jahabow](#), graciously hosted.

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## Women of Influence Symposium



In November we paid tribute to the accomplishments of women in all walks of life at the Milwaukee Biz Journal's Women of Influence Symposium. There our President and CEO, Lyn Falk, and our Marketing & Communications Director, Lisa Morgen, interacted with many successful women, and discussed our unique, custom designs on display.

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## A Feast for the Eyes at Saint Kate



Our staff celebrated the holidays over lunch at Saint Kate - The Arts Hotel in downtown Milwaukee. It was a perfect location for our creative group given that this boutique hotel honors the arts. It was a great opportunity to feast our eyes on fabulous art pieces and have a delicious meal. To learn more about the hotel, [click here](#).



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## Employee Updates

Thankfully, 2019 was a productive year for us and we are grateful for all of our customers and the opportunity to work with them.

In order to meet the needs of our growing list of clients, we have expanded our staff. We welcome Colleen Paetzold, director - display department, and Becky Tesch, display artist & project manager.

Colleen has extensive experience in retail design, visual merchandising and professional management. Most recently she worked for EarthRoamer where she managed employee hiring, training and development. She spent much of her career as a merchandising manager for Crate & Barrel. A native of Illinois who recently moved from the Denver area, she is happy



to be back in the Midwest and close to family members.

Becky, an accomplished graphic design professional, display artist and jewelry maker has a BFA in graphic design. She has experience working with architectural, engineering and interior design firms. These days, she is deep into the 3-D art world. You can find her happily designing and constructing three dimensional artwork and displays for our clients. (See the Moleskine story in this issue.)



We are also pleased to announce that Lisa Morgen has been promoted to Marketing & Communications Director. She has worked with our team for three years and has an extensive background in marketing communications, writing, and videography, as well as interior design.

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## Say What?



*"Hospitality is a shareable form of art."*

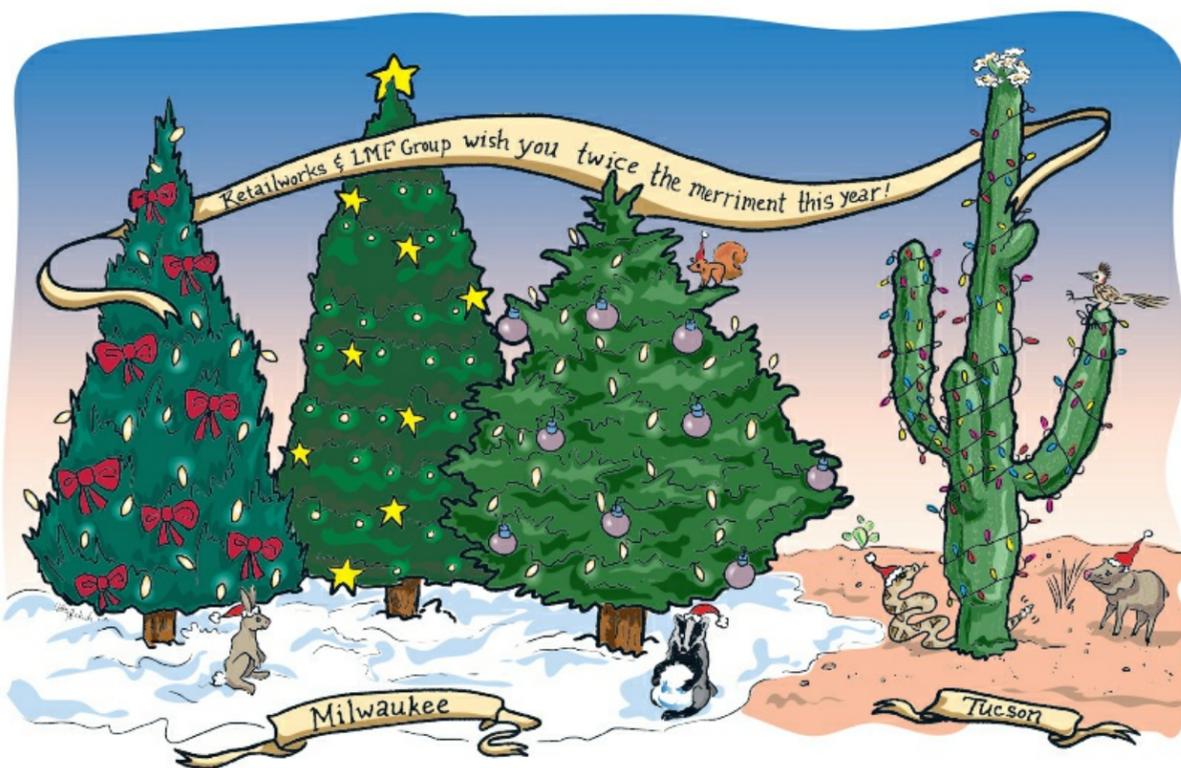
-Christine Loose, Vice President of Lodging and Wellness - Kohler Co.

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## The Green Scene

We've all seen beautifully handmade quilts but have you ever seen one adorn an exterior of a building? Textile artist Amanda Browder uses colorful, donated fabrics to create huge, bold temporary quilts to wrap public building facades. [Click here](#) to have a look.



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](mailto:solutions@retailworksinc.com), [solutions@LMFgrp.com](mailto:solutions@LMFgrp.com).



