



March 2020

Creating a Sense of Discovery-Appalachian Running Company-HoTArt and more...

Branding | Commercial Interior Design | Merchandising & Display

***Celebrating 25 Years of Helping Businesses Grow Their
Brand***

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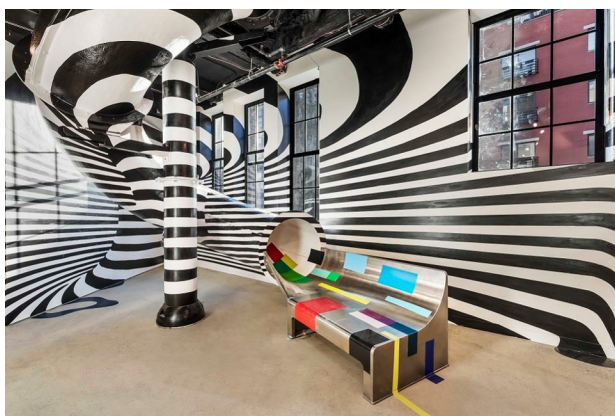


Image source: Showfields.com



Image source: Showfields.com

Feature Story

Creating a Sense of Discovery

There's no doubt that children are amazingly curious. Their never-ending desire to be playful, to explore, try new things, and engage all of their senses leads them to make new discoveries.

Incorporating elements of surprise and wonder in a retail environment is an essential strategy to help attract, engage and retain customers, young or old! Areas where customers can test products, learn through interactive displays, and immerse themselves in brands before they buy are invaluable tools to have in place.

One new kind of shopping experience that blends physical and digital shopping into a journey of discovery is [Showfields](#). Last year, it drew 250,000 visitors to its location in New York City. [Click here](#) to step inside.

Inspiring International Design

An 18-Karat Space



Image source: Ruijing Photo

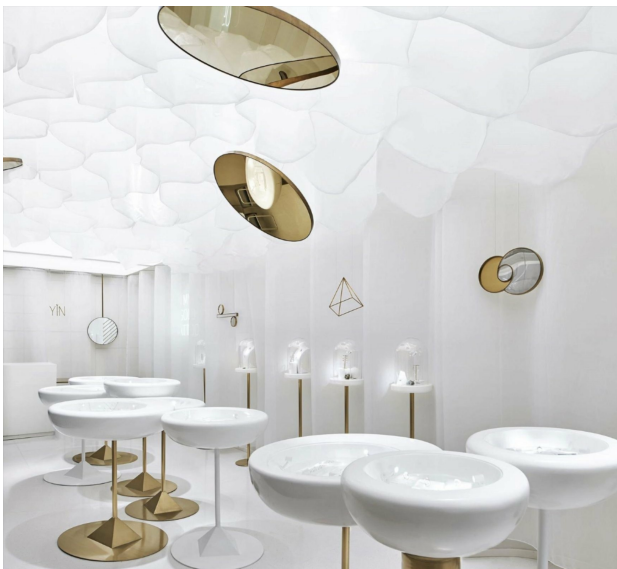


Image source: Ruijing Photo

Established in 2014 by two professional women in China, [YIN](#) is an 18-carat gold fine jewelry brand that designs pieces for “professional gentlewomen.” Its delicate and cosmic designs are well reflected with its interior design. [Click here](#) and have a look at their store om Beijing,China.

Design Client Update

Appalachian Running Company

The Appalachian Running Company is a runner’s paradise. They carry a variety of shoes, clothing, accessories, and even healthy snacks, for dedicated runners, as well as those just looking for comfortable shoes that are simply good for your feet.

They recently partnered with our Pennsylvania-based Shoe Fly client, and now we are updating the store located in Carlisle, PA. With a new palette and look inspired by the local Appalachian Mountains - shades of blues and greens, soft tans, and rugged wood

and stone - the store will be an attractive shopping environment for all who visit. The main traffic aisle will even serve as a rubber “running track” so customers can test out their new purchase!



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Display Client Update

Kessler's Diamonds

There’s no monkeying around when it comes to our talented display team drumming up clever and eye-catching window displays! Check out the latest seasonal window displays we installed



at the [Kessler's Diamonds](#) downtown Milwaukee store—where so many people have said “yes!”

Product We Love

Versatile Privacy

“Now you see it, now you don’t.” can be said about the products from [Smart Privacy Glass](#). By utilizing switchable glass technology

and the press of a button you can provide privacy to a glass window or door.



Image source: Smart Privacy Glass

We think this is a great application for conference rooms, offices, and other environments that have glass partitions or walls and where privacy is needed some of the time.

Display Tip

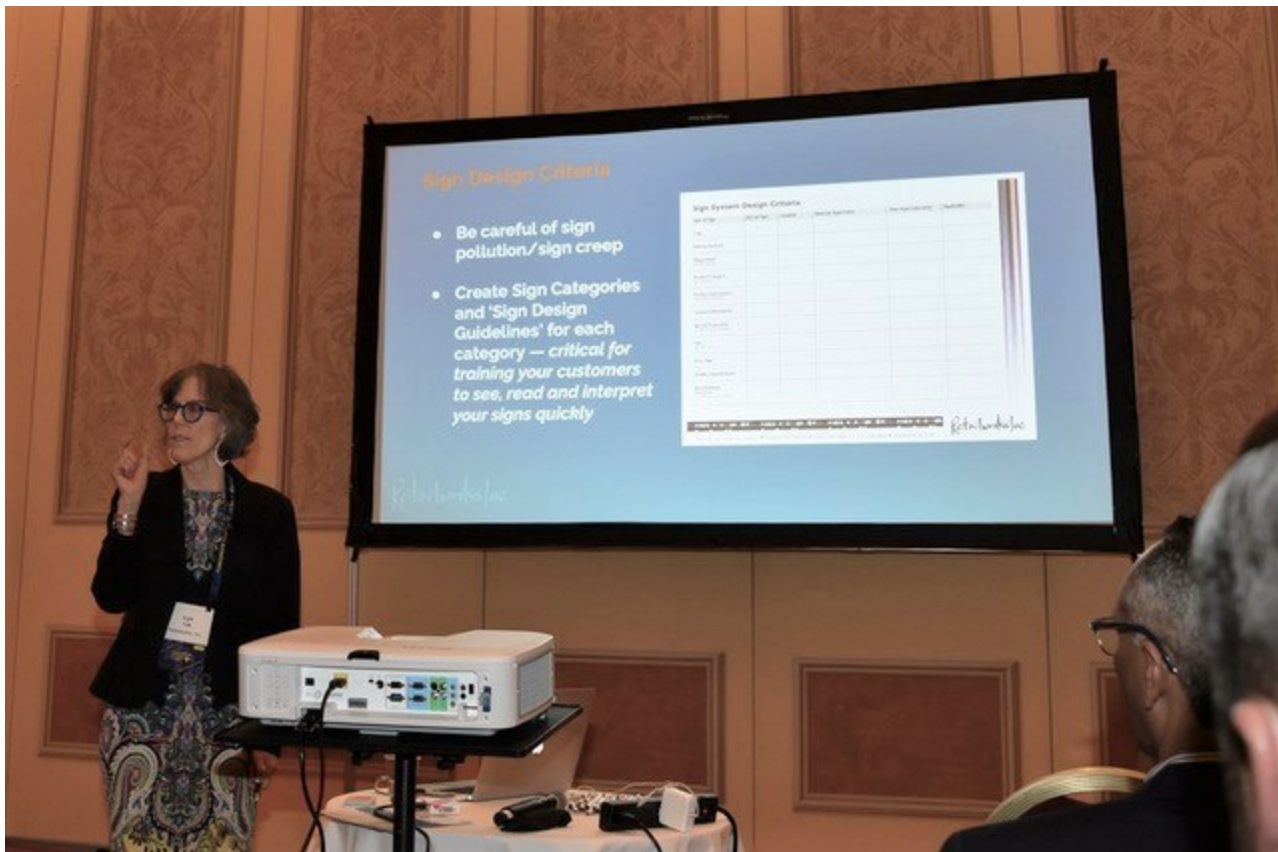
Repurpose



Repurpose an object and give it new life such as this old bicycle that has been transformed into a display table. Take your imagination for a ride and decorate it to match your brand or spirit.

The Coolest Things We Did This Month

AVB Brand Source 2020 Summit



"Creating a Profitable Retail Environment" was the subject of a presentation that our President, Lyn Falk, delivered to furniture/appliance retailers at the AVB Brand Source 2020 Summit in Las Vegas earlier this month. Her info-packed seminars covered a wide range of subjects, including storefront design, store layout and design, merchandising and display, lighting, fixtures and signage. She received a lot of positive feedback from attendees, including this comment:

"Lyn Falk's insight and advice about creating a profitable retail space was excellent, and I found it so helpful that I almost can't wait to get back to our store to begin working our layout and product displays."

HoTArt



Hundreds of art lovers, including our Senior Interior Designer, Holley Bakich, had the opportunity to mingle with artists at their studios in the midtown arts district in Tucson, Arizona. It was all part of [Heart of Tucson Art](#) (HoTArt), a two-day open-art studio event celebrating the the works of local artists.



Image source: [Sherrie Posternak](#)



Image source: [Lynne East-Itkin](#)

Holley didn't have to travel far since she is an Arizona resident and manager of our Tucson office/studio. We're happy that we get to work with her everyday via our Portal.



Say What?

"...Keep calm and carry on."

King George VI, England, 1939



The Green Scene

More than 400 leaders from business, governments and NGOs (non-governmental organizations) worldwide recently met at the National Geographic Museum to discuss “The Circular Economy” and the need for the development of more sustainable designs in order to help reduce waste and pollution. [Click here](#) to learn more and [click here](#) to watch a videotape of the forum.



A Special Message

During this time of uncharted territories that we are all navigating, the Retailworks Inc./LMF Group team want to extend our well wishes to you, your co-workers and your families. The health and safety of our employees, customers, and suppliers is our #1 priority. Be well and stay safe.

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.

