



June 2020

**Adaptability, Summer Window Displays,
Sojourner**

Branding | Commercial Interior Design | Merchandising & Display

*Celebrating 25 Years of Helping Businesses Grow Their
Brand*

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Feature Story

Adaptability—The Name of the Game

It's no surprise that the emergence of COVID-19 has altered the retail shopping landscape. It's essential for retailers to adapt, provide safe shopping environments and develop an e-commerce channel, if they do not have one.

Here's some insights of the retail environment at hand:

- Store layouts need to become flexible to accommodate safety requirements and to ensure customers feel safe and comfortable.
- Touchless transactions and curbside pickups are now part of our shopping experience.
- Some storefronts with garage windows are being used as pickup stations for prepaid online orders, others are using their windows to promote online sales, pickups, signs noting new protocols in place, and/or just positive messaging and displays to cheer up consumers. Storefronts are more important than ever and serve as brand billboards!
- Providing personalized customer service is now more important than ever. Making appointments online for shopping after hours is a popular option for those not ready to shop during busier times.
- According to a recent study, 84% of consumers say the experience a company provides is (still) as important as products and services.



Image source: Walmart

- High volume drive-thru services are on the horizon and major retailers are getting on board, turning portions of their (not-so-crowded) parking lots into drive through stations or becoming BOPIS (buy online pickup in store) depots.
- Grocers may need to expand their backrooms to stage and fulfill online orders.
- Store signage, mobile apps and in-store digital kiosks are valuable tools of the trade as businesses communicate new protocols.



Image source: Monica Silvestre



Image source: Dorothy Castillo

- The pandemic has resulted in an increase in pet adoptions, so watch for more pet stores and service businesses.
- More consumers are experiencing the outdoors and appreciating the value of good health and a more balanced lifestyle. Bikes and outdoor equipment are selling out. Providing products and services that support this new perspective are on the rise.
- These changing times are opportunities to reset and grow in a new direction.

Need any assistance? Contact us at solutions@retailworksinc.com or solutions@lmfgroupinc.com (for nonretailers). We're here to help you navigate these uncharted waters.

Inspiring International Design

Restaurants “pop-up” in Swedish Hotel

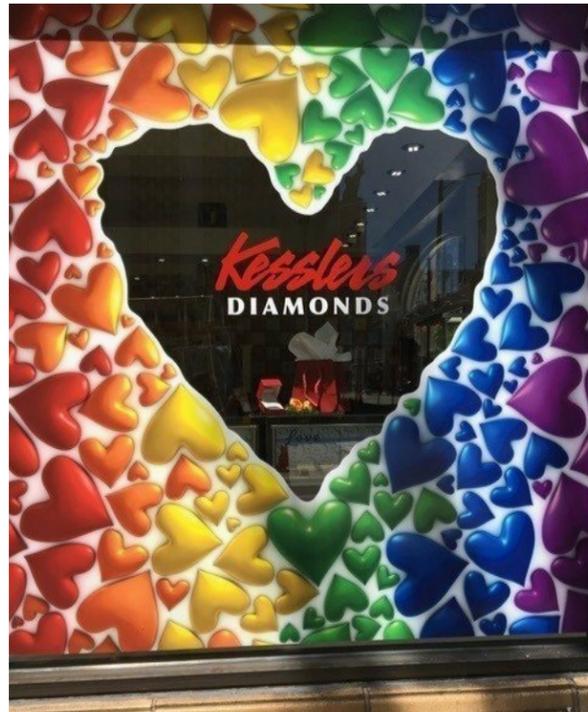


Image source: Stadshotellet

Like many hotels worldwide, the [Stadshotellet](#), a hotel in Sweden, has been drastically affected by the pandemic. So, it got creative by converting 67 of its hotel rooms into pop-up restaurants (for a while), offering a unique private dining experience. To learn more, [click here](#).

Client Highlights

Kesslers Diamonds



Our display artists have been busy designing and installing seasonal displays for our clients. "Love Prevails" is the theme for the window displays at [Kesslers Diamonds](#)' downtown Milwaukee location. It will steal your heart!



Our team also created refreshing summer decor display case props for their stores located throughout southeastern Wisconsin and in Michigan.

Diedrich Jewelers



Upcycling old CDs was the theme for some swimmingly fantastic and sparkling window displays we created for [Diedrich Jewelers](#), located in Ripon, Wisconsin. They are drawing a lot of attention from passersby and reeling customers back inside now that the store has reopened.



Product We Love

Dining at a Distance



Image source: Mediamatic.net

As people begin to enjoy going out to restaurants again, establishments are serving up some creative social distancing practices to help ensure the safety of their patrons. We love the design that the art center, [Mediamatic](#), in Amsterdam has implemented. [Click here](#) to have a look.

Design Tip

A *Solefull* Display



Image source: Freshnessmag.com

Sometimes a branding element or thematic graphic makes the perfect backdrop for a product display. Case in point: this oversized design of the sole of a shoe. Does your brand have a cool shape or

icon? Let's put it to use as a customized display feature.

Employee Update

Suzanne Rafenstein



We are thrilled to have Suzanne Rafenstein join our company as the new Display Department Director and Retail Operations Consultant. Suzanne has 35 years of experience in retail from small independent businesses to large corporate settings. As an owner, buyer, manager and merchandiser, she has worked in many facets of the industry with companies like Neiman Marcus and Material Possessions in Chicago, Kauffman's in Pittsburg

and her own home-furnishing shop, Embelezar, formerly located in Chicago and Milwaukee. Suzanne works with clients to review current and projected inventory plans, source products, address sales/margins, implement effective visual merchandising techniques and create sales/promotional opportunities. She is also available for consultations and webinars.

(SRafenstein@retailworksinc.com)

The Coolest Things We Did This Month

Sojourner Family Peace Center

In honor of the tireless work that the staff at [Sojourner Family Peace Center](#) in Milwaukee provides to others, we prepared 90 care packages for their employees. Our CEO and President, Lyn Falk, along with Marketing & Communications Director, Lisa Morgen, delivered the gifts to the center's President and CEO, Carmen Pietre, and Executive Assistant Sheri Kotas.



Webinars and Retail Tech Visits

Lyn Falk and Kim White (display artist) conducted an hour-long webinar for businesses located in five Wisconsin communities this month. Topics included storefront design, window displays, interior merchandising and displays, and general design tips.



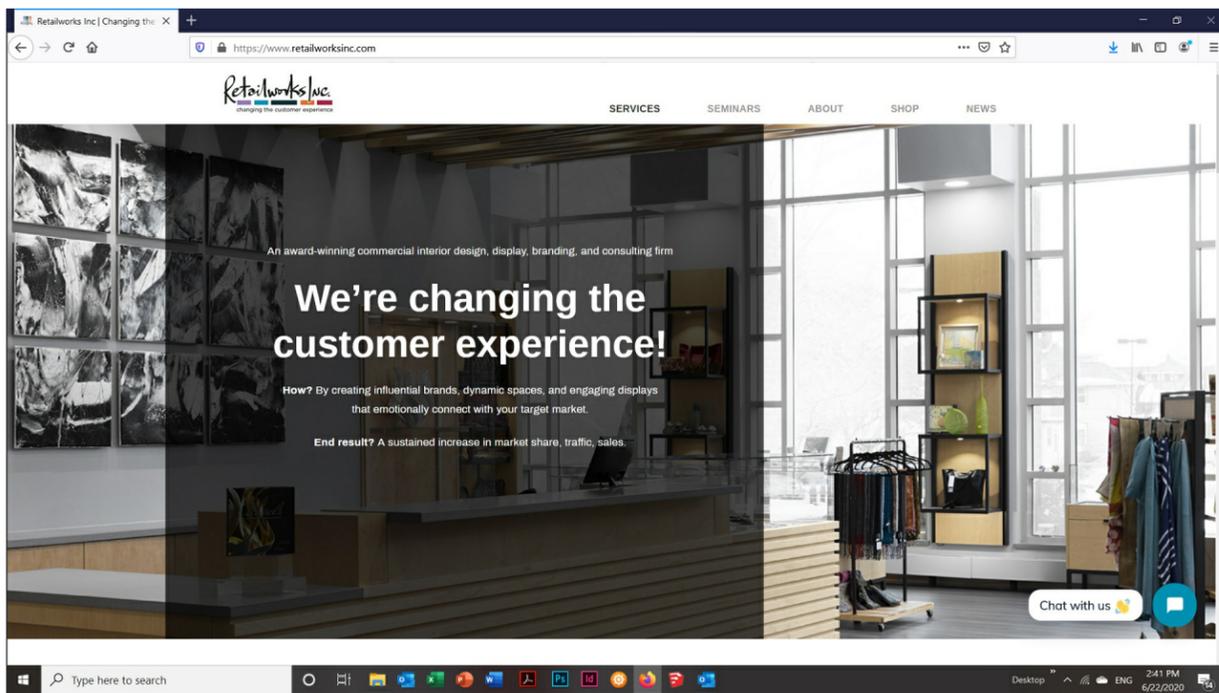
Then Lyn and Suzanne Rafenstein (display director and retail consultant) hit the road to visit local retailers in Lake Mills, Wisconsin where they conducted one-on-one design audits and business consultations. They provided the businesses with recommendations that they could implement.



Lyn also visited main street retailers in Darlington and Schullsburg, Wisconsin. The recipients of these services always learn a few things that make them better retailers/business owners!

To schedule a presentation or audits/consultations for your downtown businesses, send an email to solutions@retailworksinc.com.

Website Enhancement



As part of continuous improvements that we are making to our website, we have redesigned our [homepage](#). Share the link and stay tuned for further updates.



We are celebrating our 25th anniversary this year. If it wasn't for COVID-19, we would be observing this momentous year with you all today. We hope to celebrate our 26th anniversary with you next year!

Kudos



In March, locally-owned appliance, electronics, bedding, home furnishings and floor covering retailers from around the country gathered in Las Vegas, Nevada to attend the [BrandSource](#) Summit 2020. There, Lyn Falk delivered two presentations on the subject of

“Creating a Profitable Retail Environment.” Here’s what one attendee had to say: “Loved the Summit, Lyn Falk in particular,” said Tracy Ainslie, co-owner of [Heartland Homestore](#). “I could have listened to her speak for hours. She guided me to a retail design approach I could implement at our store.”

To learn how Heartland Homestore improved their business after attending the seminar, [click here](#).

Say What?



*"Try to be a rainbow in
someone's cloud."*

Maya Angelou

The Green Scene

Checking In with a Bird's-eye View!



Image source: hospialitydesign.com

The phrase "a room with a view" takes on a whole new meaning in Norway with Birdbox, a cabin-like structure that respects nature and has a low-impact on the environment. [Click here](#) for your room key.

Thank You to All Essential Workers!



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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.

