



September 2020

**'Tis the Season for Planning, Autumn Displays
Abound,
"Kegnado" Wins Award, and More!**

Branding | Commercial Interior Design | Merchandising & Display

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Brand***

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Feature Story

'Tis the Season—for Planning!





Remember the phrase, “The early bird catches the worm”? Today, those words couldn’t be more relevant in terms of retailers planning for the holiday season. According to some reports, more consumers are going to start their holiday shopping in October, so that means 'tis the season to get ready—now! Here is a helpful checklist to get you started:

Planning

Although we can’t say what kind of holiday season it will be this year, it’s still important to develop a marketing strategy for holiday sales. Talk with your staff about what strategies worked well last year - repeat those and modify the ones that didn’t. Brainstorm new ones. Based on last year’s holiday sales, estimate this year’s expected sales (factoring in the negative impact of the pandemic) and then order inventory accordingly. Consider all sale avenues: brick and mortar, ecommerce, and special pop-up events. Check with your vendors and suppliers about availability and fulfillment times. Develop holiday production and shipping schedules. Establish your promotions such as giveaways, coupons, and/or free shipping and promotional codes for online orders. And, don’t forget to communicate the importance of **shopping locally**.



Deck the Halls - Prepping Your Interior

Decide on a theme, or décor style that will attract, welcome, inform, and entertain customers. Go through your existing winter/holiday decorations and see what can be used again this year. If you need to replenish or order more, do it now before supplies run out. Create a festive photographic backdrop for customers to take photos to share on social media.

Reiterate that your establishment is safe and clean. Remind customers of the various safety measurements you continue to have in place, such as: face masks, sanitizing stations, the limited number of people allowed inside at one time, and the option to make a personal shopping appointment.

Offer special services such as a free gift wrapping, and fashion stylists or shopping assistants who will select and gather products for buy online, pick up in store (BOPIS) customers.

Website and Social Media

During the holidays, website traffic increases and consumers can grow impatient with slow-moving websites—to the point that they will abandon their shopping carts! Therefore, check now with your website host to make sure their server is capable of handling a surge of online holiday inquiries.

Review and update your website to make sure the content is current and includes news about new products and upcoming holiday promotions, as well as any changes with store hours. Continue to update your website frequently through the end of the year.

Develop daily content for your social media outlets and write blogs or create videos to inform and entice customers to shop online and visit your store. Maximize the use of your email campaigns and social media platforms by announcing holiday news and promotions on all of them.

Customer Service

During these challenging times, customers want to feel valued. Now more than ever, customer service skills are essential. Outstanding customer service creates loyalty, and loyalty drives sales. So remind your existing and/or seasonal staff of the importance of providing exceptional and memorable customer service every day.

Encourage customers to sign up for special offers or discounts. Consider implementing a customer referral plan.

Communicate a clear, concise return policy for purchases made during the holiday season. A smooth-riding and positive customer experience, including product returns, is sure to enhance customer loyalty and customer referrals.

Starting preparations now will allow for a more stress-free and profitable selling season.

Inspiring International Design

Hospitality with a View

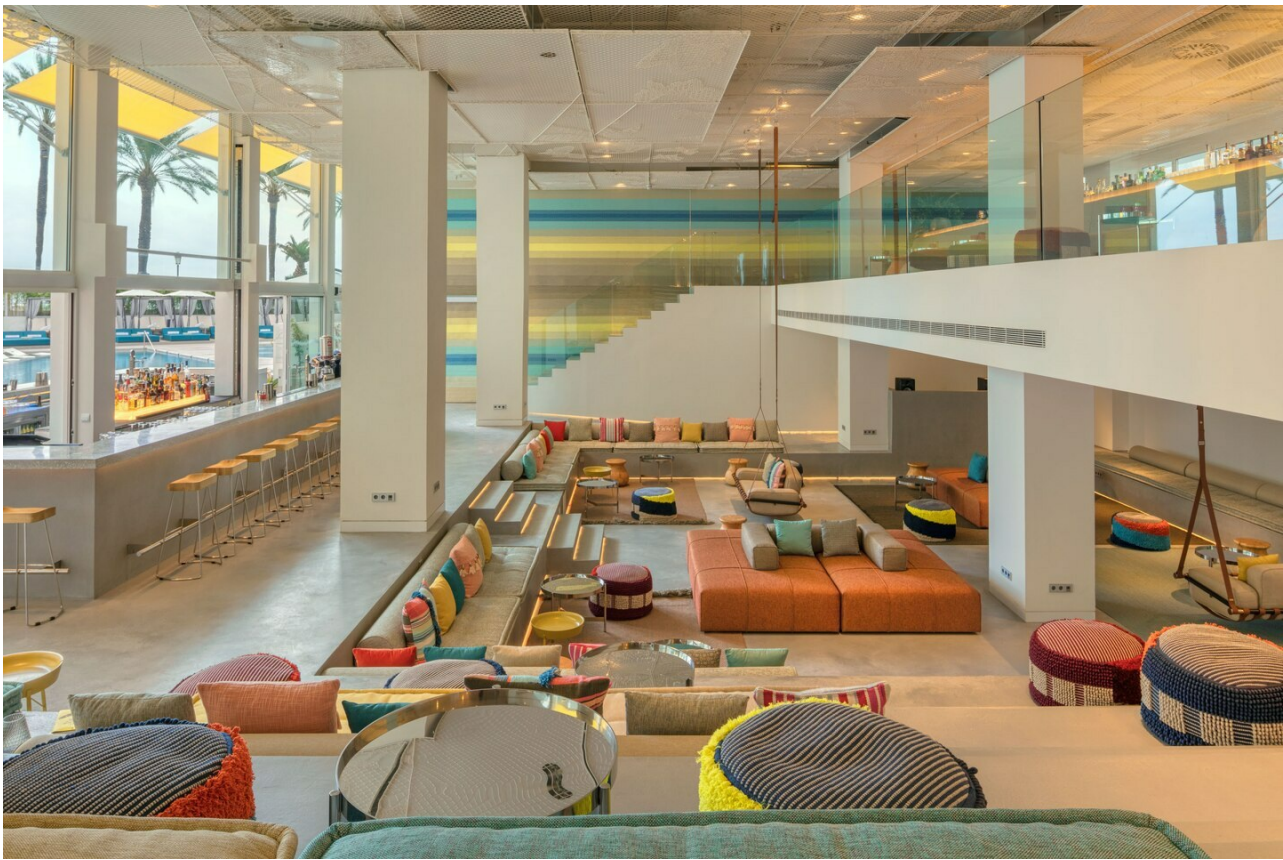


Image source: W IBEZA.com

A hotel resort in Spain recently underwent renovations to discard its 1980s style for an open, bright, colorful, breezy and welcoming atmosphere. Wish you were there right now? For the next best thing, [click here](#) and step inside.

Client Highlights

Ted's Pizza Palace



Drum roll, please. The designs we created for [Ted's Pizza](#) in Menomonie, Wisconsin, are complete and were unveiled to the public with toppings of rave reviews!

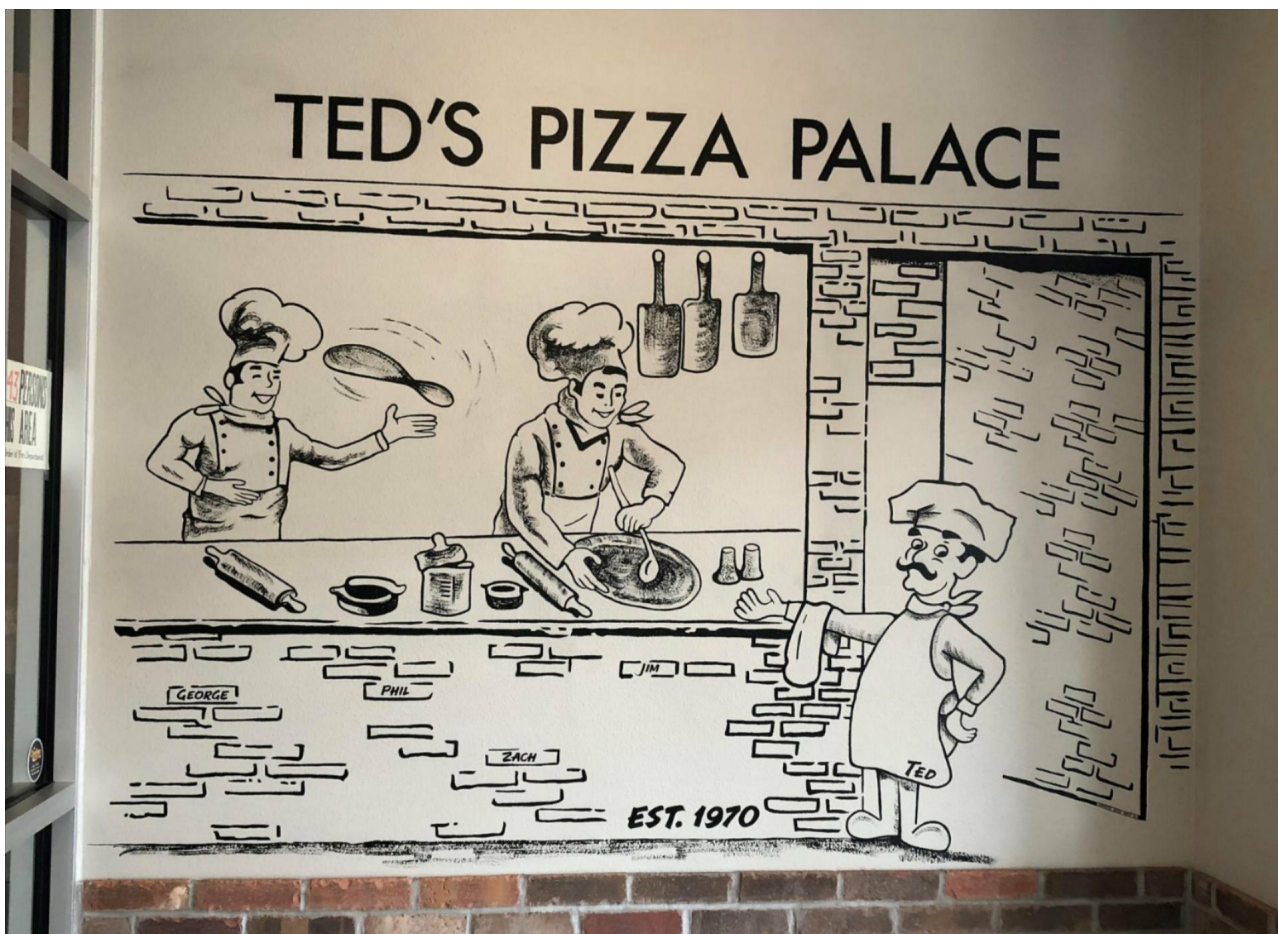
Ted's Pizza, a mainstay in the area, was selected earlier this

year as the winner of [Wisconsin Economic Development Corporation's](#) (WEDC) annual Main Street 48-Hour Makeover Contest. The goals of the makeover the following:



to update the interior of the restaurant, to provide a better dining experience and to enhance the storefront for better visibility. The new look included new counters and booths, custom-illustrated murals, interior and exterior signage, and new paint colors.





During the September 14th ribbon-cutting, owners, Jim and Kim Gounaikis and their two children Zach and Lexi, along with others, took the occasion to also celebrate the business's 50th anniversary. We wish Ted's Pizza another 50 years of success!



Diedrich Jewelers



Our seasonal window displays for [Diedrich Jewelers](#) in Ripon, Wisconsin, are raking in a lot of attention. These colorful and creative autumn displays both inside and outside of the store welcome customers and provide visual fun for all of Ripon's visitors!





Kesslers Diamonds



Each season, our window displays in the [Kesslers Diamonds](#) downtown Milwaukee, Wisconsin store delight both Kesslers' customers and passersby. This fall, these bright foam core trees, bench, and bike, attract attention from afar and stop pedestrians in their tracks.



Custom-designed viny decals are a great way to capture attention and tell a story. We recently installed these eye-catching graphics (see below) at the Kesslers Diamonds store in Madison, Wisconsin.



Product We Love

Clearly Restored



Image source: Yankodesign.net

Sometimes you come across a piece of furniture that you love but it is broken. And often, these broken pieces get discarded. However, there’s one company that gives new meaning to the practice of furniture restoration. [Click here](#) to see how it combines old world charm with clear insight.

Project We Love

Art Lot



Images source: Tom Hillmeyer

[The East Side Business Improvement District](#) (BID) of Milwaukee and area residents cooked up a good recipe for dining outdoors to help support nearby restaurants during these challenging times. These fabulous picnic tables are the creations of 12 local artists whom the BID commissioned to paint for this project. [Click here](#) to see more of them and learn about this endeavor.

Design Tip

Eye Movement



These days, everyone can use a bit of cheer, so why not put a sign outside your entrance with a happy greeting that puts a smile on their face even before they enter your store?

The Coolest Things We Did This Month

Webinars



Lyn and Suzanne delivered a webinar, "Retail During COVID-19," to [AVB](#) members (independent appliance, furniture, mattress and electronics retailers). They covered the basic templates that need to be in place for dealing with COVID rules/mandates and prevention,

how to deal with different consumer reactions, developing flexible layouts and areas for pickups, and creating dynamic displays that inform and keep customers upbeat. They also provided tips on keeping inventory in check and keeping sale/promo ideas fresh.



Lyn delivered a 90-minute fast-moving webinar "Turning Retail on Its Head! Creating a Dynamic Customer Experience —Inside and Out!" to [RJO](#) (Retailers Jewelers Organization) members.

Topics covered included: storefront design, store layout, store design (finishes, fixtures/cases, transaction counters, lighting), specialty elements/decor, interior signage/messaging, merchandising & displays and omni-channel retailing.

Kudos



Image source: Lisa Morgen

We’re thrilled to announce that “Kegnado,” the outdoor art structure we designed for [Lakefront Brewery](#) in Milwaukee, Wisconsin, is one of the winners of the 2020 Mayors Design Award. These awards are presented as an ongoing effort to recognize design excellence throughout the City of Milwaukee. Recipients are awarded for enhancing their properties in a way that contributes to the character of their surroundings.

Say What?



“Our work is architectural, but it’s more about communities and skill-building. I see a future world where communities of color have the skill sets to become self-sustainable because people share skills and knowledge about how to build and maintain their surroundings.

Eventually there will be more architects, designers, and makers who know the trades. I hope that I facilitate that sharing of skills.”

Maya Bird-Murphy
Founder, Executive Director
[Chicago Mobile Makers](#)

The Green Scene

"Floating MAiZE"

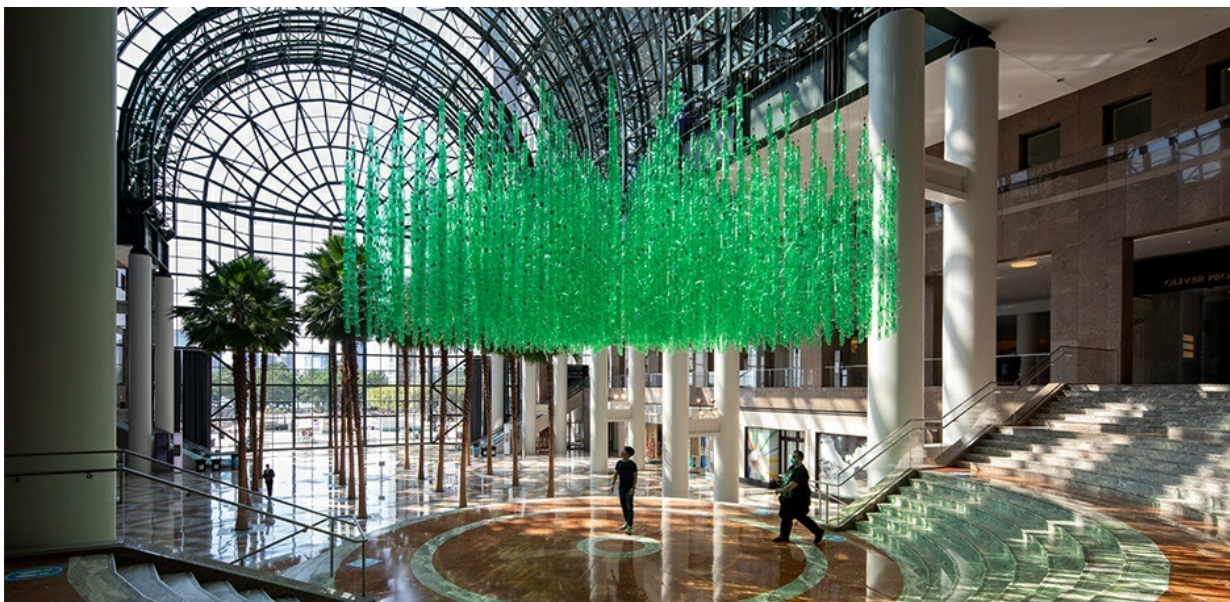


Image source: Artsbrookfield.com

Green recycled plastic bottles are making an encore performance in a second and new artistic display that suspends a message of sustainability and environmental consciousness. It involves 7,000 plastic bottles. Now, that we have your attention, [click here](#) and have a look.

Visit our Website



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.



Robly