



March 2021

**Retail Reimagined, Focal Points,
Made You Look and More!**

Branding | Commercial Interior Design | Merchandising & Display

Celebrating over 25 Years of Helping Businesses Grow Their Brand

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Feature Story

Retail Reimagined

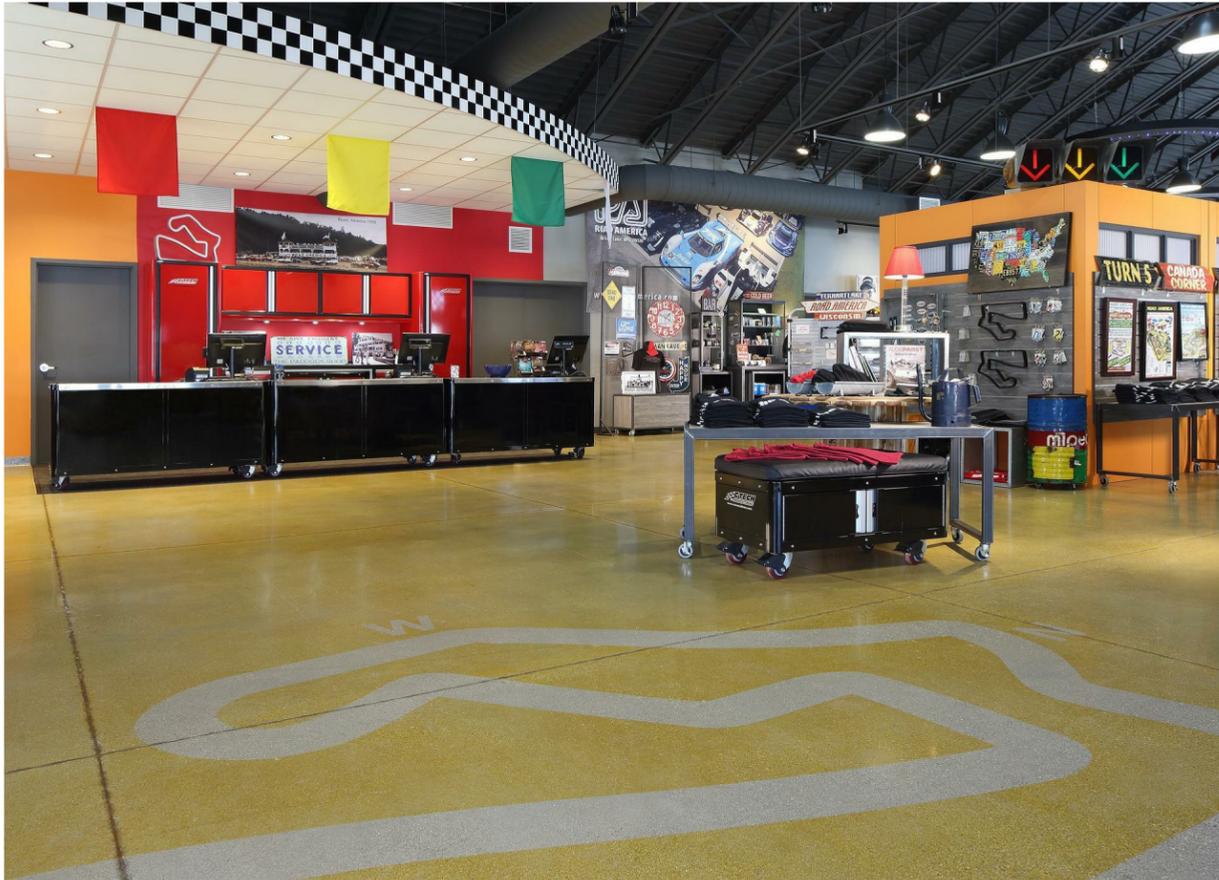
retail
Re  **magined**

Exciting news! We have launched an engaging and informative video series called **Retail Reimagined**. Established as a pilot program for Retail12, an upcoming subscription service for retail professionals, Retail Reimagined brings fun and easy DIY display projects, interviews with retail rock stars, and design and display strategies **FREE** to those who sign up. These videos are made to help retailers create that ever-important emotional connection and

memorable customer experience. [Click here](#) to sign up to receive three short videos each month, and to see some samples.

Design Tip

Focal Points



Road America, Plymouth, Wisconsin. Image source: Tricia Shay Photography. Interiors by Retailworks, Inc.

Do you incorporate focal points into your environment? They are a critical design element to help guide, inform and inspire customers and visitors while they're in your space. Focal points can be featured displays, decorative art, or informative/directional signage. Strategically placed, these focal points can make a difference in how people interpret and remember your space.

If you need help determining, creating and placing focal points in your environment just send us an email: solutions@retailworksinc.com.

Client Highlights

MedSource, LLC

The [LMF Group](#) (a division of Retailworks) is happy to be working again with [MedSource, LLC](#).

MEDSOURCE, LLC

The company is a nationwide provider of medical products and

services. Last year we worked on their store in Hales Corner, Wisconsin. Now we are working on layout design and signage for their branch in Seguin, Texas.

Ruekert • Mielke

The LMF Group, is designing a 75-year history timeline for [Ruekert & Mielke](#), Inc., a civil engineering firm.



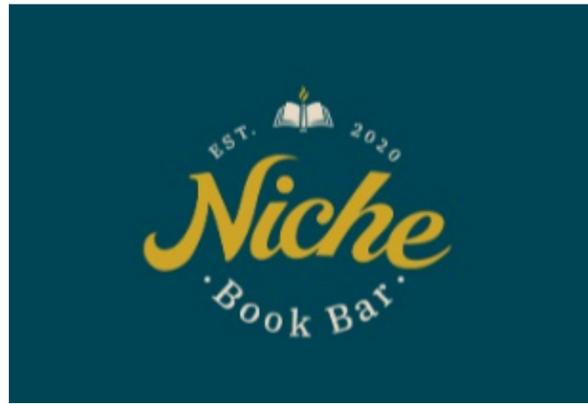
It will be showcased in their corporate headquarters in Waukesha, Wisconsin. The firm, which specializes in infrastructure planning, design, and construction management, has five locations in Wisconsin.

If you need a history timeline, contact us. We love telling a good story in a unique visual way!

Niche Book Bar



Cetonia Weston-Roy



We love books and are thrilled to be working with female-owned [Niche Book Bar](#), Wisconsin's only Black-owned bookstore that sells Black literature in a wide variety of genres. We are providing the owner, Cetonia Weston-Roy, with layout, lighting, coffee/wine bar design, and signage. Niche Book Bar is located in the [Bronzeville](#) district in Milwaukee, Wisconsin.

Main Street Makeover

For the fourth consecutive year, we are collaborating with the [Wisconsin Economic Development Corporation](#) (WEDC) on its annual Main Street Makeover Contest. This year's winner is [Moores on Main](#), a second-generation family-owned apparel and footwear store located in downtown Ashland, Wisconsin.



Image source: Moores on Main

They will receive personalized technical assistance and \$10,000

from WEDC to implement changes. [Retailworks](#) will provide enhancements to the interior, addressing layout, fixtures, lighting, signage, visual merchandising & display, all in an effort to create a successful shopping experience. Congratulations Moores on Main!

Newsworthy Notes

YourSource News

[YourSource News](#) is the news and information platform of BrandSource, the leading merchandising organization for independent appliance, home furnishings and consumer tech dealers.



Lyn Falk is a contributing writer to this publication. Her most recent article appears in the February/March issue and addresses the union between technology and retail design. [Click here](#) to read all about it.

Made You Look

Everything is looking good, in [VMSD](#) magazine's Jan/Feb special edition, *Look Book*. Take a look at two of our 2020 holiday window displays that are featured as well as one of our heart-warming, handmade decorative pieces of art. [Click here](#) to take a look at the window displays that we created for [Diedrich Jewelers](#) in Ripon, Wisconsin



(page 18); one of the several holiday windows that we created for [Milwaukee Downtown BID #21](#) (page 20); and an irresistible, oversized, hand-knitted heart-shaped artisan prop (page 26).

Project We Love

Local Fashion Sense

Our friends at [Milwaukee Downtown, BID #21](#) rolled out

its first-ever [MKE It Local: Lookbook](#). Check out this program which currently features local fashion designers and apparel stores in Milwaukee, Wisconsin.



Say What?



"Design is only one part of a bigger system with many players, but it must take responsibility and play its part."
—Ilse Crawford

March is [Women's History Month](#). Ilse Crawford is a world-renowned female British interior and furniture designer.

Retailworks Online Shop



Need a quick and easy display piece or prop? Check out our online store where you can buy [DIY](#) items and [artisan props](#). We add new items regularly.

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.

