



October 2021

Kesslers Diamonds, David Hobbs Honda, Outpost Natural Foods, Main Street Updates, & More!

Branding | Commercial Interior Design | Merchandising & Display

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Feature Story

Focal Points



Image source: Retailworks, Inc.

An essential element of any interior is a focal point. It immediately captures a person's attention and can intentionally navigate a person throughout a space.

This month, Lyn Falk, founder/president of Retailworks/LMF Group, wrote an article for [BrandSource](#)'s magazine regarding focal points. [Click here](#) to learn why they are so important in your space.

Client Highlights

Kesslers Diamonds

Congratulations to [Kesslers Diamonds](#) who recently opened their second store in Michigan making it their eighth overall location!



Image source: Kesslers Diamonds



Image source: Kesslers Diamonds

As with the other stores we designed for them, this store has eye-catching custom features. From the moment you enter the front door with its unique door handles, a pair of hand-made metal interlocking rings, to the time you find that special gift for someone, you are engaged in a wonderful shopping experience.



Image source: Kessler's Diamonds



Image source: Kessler's Diamonds

There’s a fun beer bar and lounge, an interactive program to help customers select the right ring style, fabulous topiaries and display case décor, and even a “wow” custom-designed wallcovering in the restrooms! All of this is incorporated into an updated color palette of lighter colors, grays and brass accents. Be sure to stop by when you are in Grand Rapids.



Image source: Kesslers Diamonds



David Hobbs Honda

The folks at [David Hobbs Honda](#) in Glendale, WI have a long and proud history and want their showroom to reflect it.



They have put us in the driver’s seat to update their waiting room, tell their history, showcase their brand, awards, charitable work, some racing history, highlight their service and programs, and improve signage for ease of wayfinding. Stay tuned to see our finished work.

Outpost Natural Foods

Since 1991, we have been providing Milwaukee-based grocery co-op [Outpost Natural Foods](#) with interior design

services. A \$2.5 million expansion and remodel of its store in Bay View, WI, is underway and we are right on board collaborating with them to define the store’s décor package.



We can’t wait to share the selection of finishes, colors, flooring and signage as well as some other fresh, new features!

Waterford Wine & Spirits

[Waterford Wine & Spirits](#) with locations in Milwaukee and Delafield, WI, offers its customers the finest wines from around the world.



They frequently host well-attended wine-tasting seminars in their wine bars. In order to enhance their event and wine tasting spaces, they’ve asked us to embellish these areas in the Delafield location. Our interior designers are working on plans to provide new furniture, a new lighting plan, and interior and exterior signage and graphics. We look forward to uncorking these new additions upon completion.

DreamPort Harvest Market

With the crisp Autumn weather upon us, outdoor farmers’ markets continue to draw customers. The [DreamPort Harvest Market](#) in Port Washington, Wisconsin doesn’t have to worry about the weather because it’s an indoor venue. Inside you’ll find several local, organic farmers busily selling their homegrown products.



It’s a 600-foot square space for which we proudly provided a cornucopia of interior services, including a floor plan, 3-D rendering, lighting plan, color and finish palette, graphics, signage and awnings.



Every Third Saturday

Through a variety of programs, the military veteran services organization, [Every Third Saturday](#) (ETS), helps houseless veterans in the Twin Cities of Minnesota find new purpose after military services. They provide them and their families with support in various areas such as employment, finances, relationships, health, and faith.



Once a month, veterans can visit the ETS Supply Store and help themselves to needed items such as clothing, reading glasses, toiletries, coats, gloves, hats and more. Currently a new building is under construction to better serve the community. Having heard about our long history of designing retail stores, ETS contacted us to create the new store's layout, develop a paint palette, determine the placement of graphics and help them select new fixtures.

ETS veterans will also have the chance to relax and network in the

new building's café and lounge.

Bayshore

Our work with [Bayshore](#), an open-air shopping center/mixed use property in Glendale, WI continues as we assist some of its short-term leasing pop-up stores with interior design services such as store layouts, fixture selection, paint color, lighting, signage, and window display ideation.

BAYSHORE

Mayfair Mall

At shopping malls nationwide, you often see freestanding shopping kiosks known as retail merchandising units (RMU) selling a wide variety of products.

MAYFAIR



At [Mayfair Mall](#) in Wauwatosa, WI, RMUs are very active and oftentimes, the vendors don't have expertise in visual merchandising. That's where Retailworks steps in. Each week we provide visual merchandising services to ensure products are shown in the most attractive and eye-catching manner.



We also update signage when needed and freshen up empty storefront displays. Additionally, we work with pop-up tenants who sell their wares over weekends and also do special event displays such as seasonal promotion for Feeding America donations.





Main Street News

Plush Clothing

[Plush Clothing](#), in downtown Racine, WI is a popular plus-size women’s clothing boutique.



As the winner in the second annual [Wisconsin Economic Development Corporation’s](#) (WEDC’s) Main Street Mini-Makeover Contest, Plush Clothing will soon reveal its new look, and we’re very excited! In collaboration with WEDC, we are providing the store with interior design assistance to improve the layout, lighting and storefront as well as visual merchandising.



Yolanda Coleman, proprietor of Plush Clothing

We invite those in the area to stop by Plush Clothing during and after November 8 when all of the enhancements will be in place.

2021 Oregon Main Street Conference

“Bringing History to Life” was the subject of a presentation that Lyn Falk delivered to [Main Street Oregon](#)’s annual conference, which held a virtual event a few weeks ago. Lyn discussed ways to creatively celebrate a community's history via engaging stories in interactive settings that capture and sustain attention.

She presented ways community leaders could identify what makes their community great, and how to capitalize on those historic pillars via unique and on-trend visitor centers, heritage center/museums, and community art/displays.



Product We Love

John Houshmand is a world re-knowned custom furniture maker and designer. His beautiful creations made of raw wood and mixed metal capture the attention of many. This unique bench certainly caught our eye. Have a seat, and [click here](#) to see more of his work.



Image source: JohnHoushmand.com

Awards

"Living Wholeheartedly"



We are thrilled to announce that the large wall mosaic “Living Wholeheartedly” which we created for [Casa de Corazon](#), a Spanish immersion preschool and daycare in Shorewood, WI, received a special recognition award in the 2021 Coverings Installation & Design (CID) Awards for its creativity, craftsmanship and technical know-how.

Out and About

NeoCon



Several of our team members visited [NeoCon](#) in Chicago this month. NeoCon is the leading trade show for the office and commercial interior design industry. Among the trends seen were the incorporation of softer colors, lighter wood tones and biophilic designs. To read more highlights about the event, [click here](#).

WCREW Visit



We were happy to host a meet and greet gathering for [WCREW](#) (Wisconsin chapter of CREW Network) and friends on October 21. WCREW is the leading organization in Wisconsin for women in the commercial real estate field. The evening included a studio tour and presentation by Lyn on “Branding Buildings and Filling Vacant Storefronts.”



Company Gathering at Nō Studios



To celebrate the end of summer, the beauty of autumn and the accomplishments of our fabulous team, we gathered in the rooftop lounge at [Nō Studios](#), in Milwaukee. This wonderful venue is a member-driven physical space and digital platform geared toward artists and art lovers. When you are in Milwaukee be sure to check it out.

Say What?



"As long as autumn lasts, I shall not have hands, canvas and colors enough to paint the beautiful things I see."
—Vincent Van Gogh

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.

