



March 2022

How Does Your Store Sound?, Jeweled Winter Displays, Main Street 48-Hour Makeover, Fräsch, Awards & More!

Branding | Commercial Interior Design | Merchandising & Display

Celebrating over 25 Years of Helping Businesses Grow Their Brand

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Feature Story

How Does Your Store Sound?



Image source: evening_tao

Shhh. What sounds do you hear? The amount and kinds of noises that you hear in a retail environment can either have a negative or positive impact on the shopping experience. Retailworks, Inc. CEO Lyn Falk explains the role that audio plays within an interior environment in the February Issue of AVB/ BrandSource's [YourSource](#) magazine and in the March issue of its *Retail Observer*. This is just one of several articles that Lyn has written for BrandSource, a leading member-owned buying organization for independent appliance, home furnishings and consumer tech

dealers. [Click here](#) to read “How Does Your Store Sound?”

Education Spotlight

Retail Lighting 101



Image source: clipartion.com



Image source: Craig Tebon

Lyn Falk is so tired of walking into stores that are poorly illuminated that she decided to create this free webinar highlighting the most important things retailers need to know about illuminating their store in the proper light.

"It appears many retailers don't know the basics of selecting the right bulb for their light fixtures. They buy according to the look of the fixture with disregard for the type of light the fixture is actually emitting. Until you get the right lighting in your store, you are no doubt losing sales," Falk said. This quick but informative webinar will give you the information you need to get your store looking its best! Sign up [here](#).

Client Highlights-Design

Wagner Shoes

Since 1854, [Wagner Shoes](#) in Pennsylvania has been putting its best foot forward—literally! With two locations in the Pittsburgh area, the company sells leading brands in comfort and stylish footwear from around the world.



It's been a great fit for our design team to help Wagner Shoes renovate its store in Lawrenceville with a fresh look and pay tribute

to its 168 year history. A complete overhaul of the space will include a new floor plan, finishes, fixtures, furniture, signage and history wall. Keeping up with the times, providing exceptional customer service and being “*A step above the rest*” are just a few of the company’s keys to success.

The Heel Shoe Fitters

With over 40,000 pairs of footwear, [The Heel Shoe Fitters](#) in Green Bay, WI has an enormous selection of shoes in its 1,750 square foot store.



We’re working with them to recreate their checkout area, improve some branding elements (inside and out), and provide some display ideas.

Larsen Baker, LLC

Our senior designer, Holley, located in our Tucson satellite office, is providing fresh branding elements and enhancements for properties owned and managed by [Larsen Baker LLC](#), one of the larger commercial real estate firms in Tucson AZ.



Client Highlights-Display

Bear Arms

Visual Merchandising is a critical element of any store’s operations.



[Bear Arms](#) in Mequon, WI recognizes the value of it and utilizes our expertise in this area. To prepare for the winter holiday’s gift buying season, they brought in Retailworks visual merchandisers to spruce up displays and fixtures and add new graphics and signage.

Kesslers Diamonds

The winter season is on full display at all eight of [Kesslers Diamonds](#) stores in WI and MI with our custom floral creations and display pieces.



We created eight different but complementary styles to showcase the store's jewelry and reflect the on-trend environment. As usual, display artists created a showstopping, glistening window display for the downtown Milwaukee location that is being enjoyed by all!





Diedrich Jewelers

The customers and staff of [Diedrich Jewelers](#) in Ripon, WI enjoy the seasonal window displays that we create for this provider of exceptional fine jewelry. This season's creations consist of a modern-day interpretation of artistic metallic trees that reflect the winter season.





Inspiring International Design

Right on Kew



Image source: James McDonald

Step inside [Family Kitchen](#), a multi-sensory restaurant located at the Royal Botanic Gardens, Kew (outside of London, England), and you step into a magical world of whimsical design, vibrant colors and a place where nature dwarfs human scale. Not only is food on the menu but so are interactivity, education and a respect for nature. [Take a peek](#) inside this amazing place!

Product We Love

The Silent Treatment



Image source: Fräsch.com

As you learned from our feature story, sound plays an essential role in the effectiveness of a well-designed space. Acoustical design elements encompass much more than just vertical surfaces and suspended ceiling pieces. We love the wide array of products that [Fräsch](#) offers so much that we became a dealer! Have a look and let us know if you would like more information on this product: solutions@retailworksinc.com.

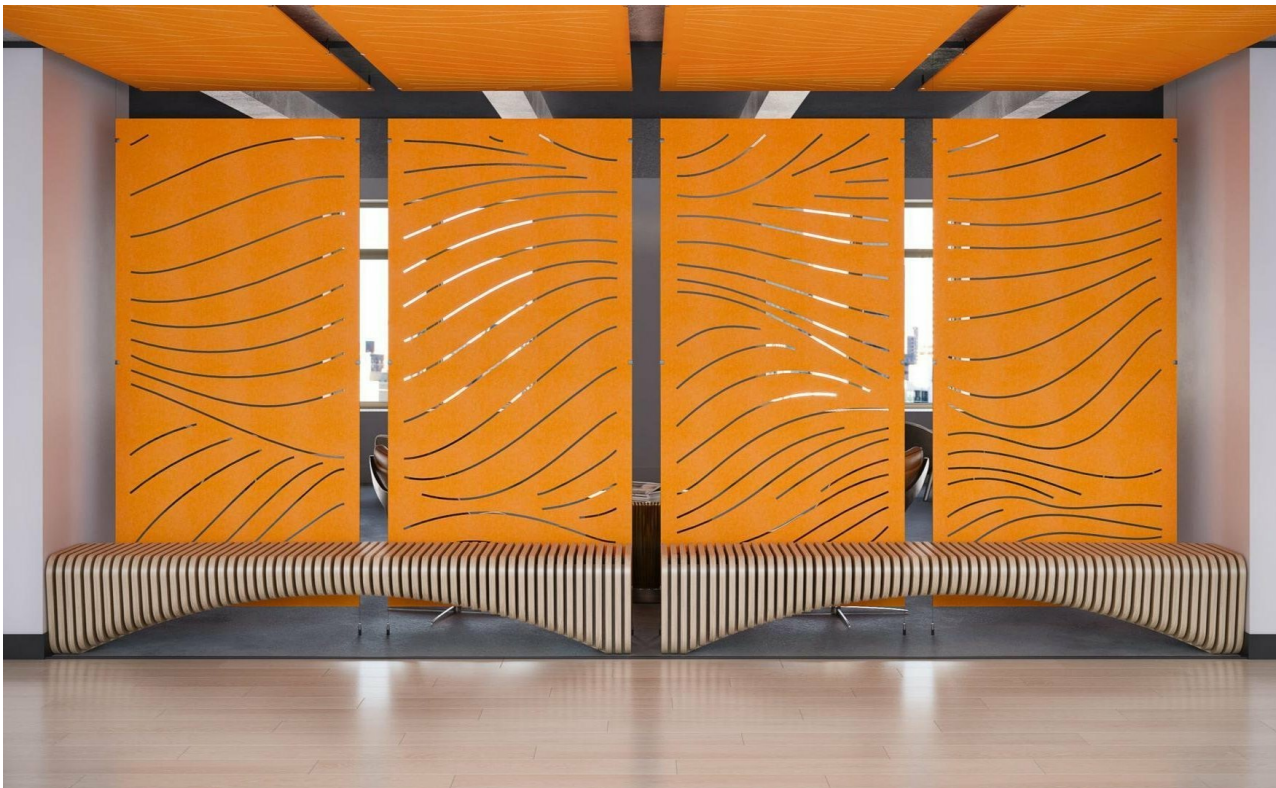


Image source: Fräsch.com



Image source: Fräsch.com

Main Street News

48-Hour Makeover

It's that time again when we work with the winner of the [Wisconsin Economic Development Corporation's](#) (WEDC's) annual Main Street Makeover Contest. This year's winner is [Fred's Beds](#) in downtown Mayville.



We are happy to be working with WEDC and Janine and Jeff Andes, owners of the store, to reconfigure the shop, improve the storefront and signage, implement some visual merchandising enhancements as well as make the store more accessible to customers. The improvements will be made during a 48-hour makeover event later this spring.

Main Street Bounceback Grants

The Main Street Bounceback Grants program provides \$10,000 to new or existing businesses and non-profit organizations moving into vacant properties in Wisconsin's downtowns and commercial corridors. The lease or sale needs to start anytime between January 1, 2021 and June 30, 2022. For more information visit [WEDC](#).

Speaking Engagements

Lyn and Suzanne Rafenstein traveled to Springfield, IL, in January to provide two presentations at the [Illinois Farm Bureau's Specialty Crop Growers Association's Conference](#):

"Designing an On-Farm Market" and "Creating a Pricing Strategy for Your Farm Market."



Topics covered included: store layout, design/décor, display setup, visual merchandising, signage, lighting, establishing product categories, assessing type and quantity of inventory, and competitive price points and profitable markups.

If you'd like Lyn to provide content for your online or print magazine or newsletter, or, are interested in having her speak to your organization, please reach out to her: lfalk@retailworksinc.com. [Click here](#) for a list of topics upon which she can speak or write about.

Black History Month

America's Black Holocaust Museum.

February was Black History Month, and a couple of weeks ago the [America's Black Holocaust Museum](#) welcomed visitors again to its new location in Milwaukee's Bronzeville neighborhood. Exhibits span the periods of African people before slavery to the present day.





From left: Brad Pruitt, Virgil Cameron, Melissa Goins, Robert Davis, Ralph Hollman. Image source: Kenya C. Davis and abhmuseum.org

10 Questions with Nina Cooke John

Congratulations to Nina Cooke John, a well-known architect and educator for being named as a 2022 United States Artists Fellow, alongside four other celebrated architects and designers. To learn more about Nina, [click here](#).



Image source: Cookejohn.com

Kudos



Congratulations to Retailworks Display Artists Sue Boyle and Amy Janowski whose holiday

window and store displays for Kessler's Diamonds were selected as winners of VMSD's 2021 Holiday Windows Contest and which also appeared in the magazine's *Look Book*. [Click here](#) and turn to pages 22 and 28.



Sue Boyle



Amy Janowski

Say What?



"Don't sit down and wait for the opportunities to come. Get up and make them."

—Madam CJ Walker

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.

