



Autumn 2022

Planning Holiday Decor, SBDC, Honorable Mention & More!

Branding | Commercial Interior Design | Merchandising & Display

Celebrating over 25 Years of Helping Businesses Grow Their Brand

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Feature Story

Planning Holiday Decor

Even though autumn recently arrived, the winter holidays are just around the corner. Before they sneak up on us, now is a good time to start planning holiday décor for your business environment. After all, people are out and about again. Thank goodness!

So, the mission at hand is to create an inviting and engaging environment for your customers and employees this holiday season. Whether the decor be displayed in a storefront, window, reception area, lobby or conference room, there are plenty of styles to choose from.

Go Bold



Image source:JollyFestive.com

Incorporate bright colors. The traditional holiday colors remain steadfast and true, but try including trending colors such as majestic magenta, brilliant blues and glowing golds.



Image source:
Christmas365greetings.com



Image source:
Christmasinteriordecorator.com

Shine On



Everyone likes a string of decorative lights. They are festive, catch people’s attention, brighten up a space, and provide a mood-boosting burst of good feelings.



Image source: Woman'sDay.com



Image source: Hayata

To see more, [click here](#).

On the Boards Design Client Highlights

The Diamond Store

Lab-grown diamonds have grown in popularity for their price and eco-friendly aspects especially for millennials.

We are helping to design a flagship store for The Diamond Store that will sell lab-grown diamonds (as well as natural diamonds) in Tucson, AZ. Our Tucson office is polishing up its final designs for this business, which is expected to open in a couple of months.



**Bazaar Home
Decorating**



Business is booming at [Bazaar Home Decorating](#) in Waukesha, WI.

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Ft. Myers Marine



Did you know that we provide on-site audits to evaluate a business' interior and exterior to see if they are providing an optimum ROI?

[Fort Myers Marine](#) in Fort Myers, FL took advantage of this service and is very happy with the results. Retailworks, Inc. President and Owner, Lyn Falk, visited the store and as a result of her findings, the staff brought in new fixtures, disposed of outdated products, painted the walls, and installed new signage. Lyn and another colleague spent a day on site after the changes were made, doing some final merchandising.

Thankfully, Fort Myers Marine was spared during Hurricane Ian, but our thoughts go out to all who were affected by its impact.



Before Retailworks, Inc.



After Retailworks, Inc.



Before Retailworks, Inc.



After Retailworks, Inc.

SBDC

Small Business Development Centers ([SBDC](#)) provide counseling and training to small businesses throughout the country. Retailworks, Inc. is pleased to be providing design, branding, and display solutions to several SBDCs in the Midwest. Some of the businesses receiving our services are: Joy Ice Cream and Via Chiropractic in Wisconsin, Britt’s Boutique and Ceci and Co in Indiana.

Display Client Highlights

Million Dollar Baby, Babyletto



Retailworks was excited to design and arrange fabrication of a pop-up display installed at Bloomingdales 3rd Ave store in New York City.

Nursery furnishings company, [Million Dollar Baby](#), hired us to design a back wall panel and platform to showcase their [Babyletto](#) brand furniture. The wall is a trendy batten style finished in the Babyletto brand color.

Dohmen, The Food Benefit Co. , Food For Health



We are happy to be creating some designs and window displays for The [Dohmen Company Foundation](#), [The Food Benefit Company](#) & [Food For Health](#) located in the Halyard Park Neighborhood, Milwaukee, WI.



Kesslers Diamonds



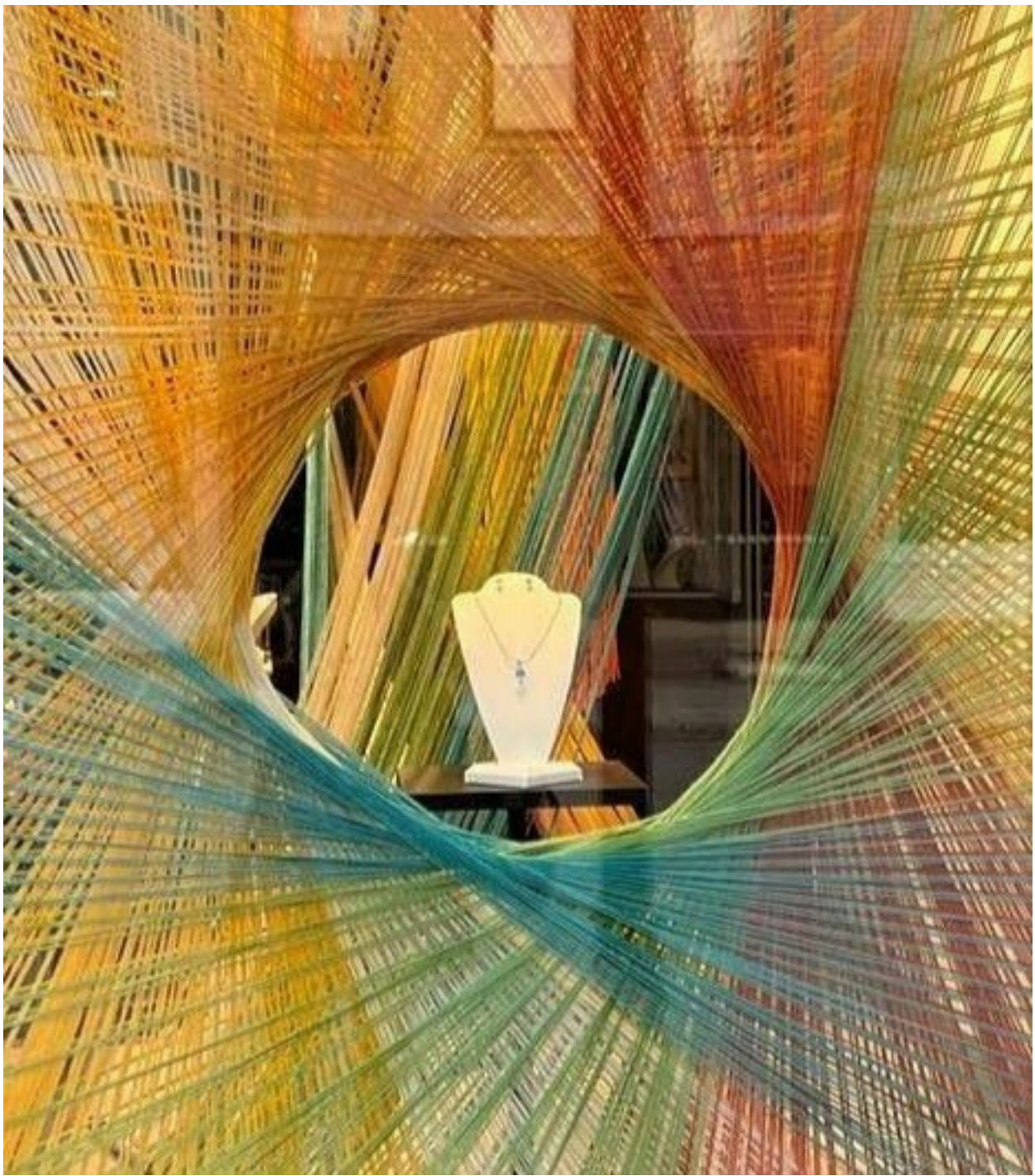
Autumn colors are upon us. Not only will you find them outdoors but inside all eight [Kesslers Diamond](#) stores. The large window displays in their downtown Milwaukee store feature an array of richly colored fans that were inspired by autumn leaves.



Diedrich Jewelers

The window displays at [Diedrich Jewelers](#) in Ripon, WI welcome the fall season and customers with custom yarn art in warm hues of orange, yellow and teal blue.





DreamPort Harvest Market

Apples cascading out of a crate into a bowl are clearly in view as part of the autumn window displays that we created for [DreamPort Harvest Market](#) in Port Washington, WI.



They represent the owner’s fall harvest from the Dream Apple (organic) Farm located a few miles south of the store.



Main Street News

In our March newsletter, we announced that the winner of this year's Wisconsin Economic Development Corporation's ([WEDC](#)'s) seventh annual Main Street Makeover contest was [Fred's Beds](#) in Mayville, WI. These photos capture the improvements made from our designs to the interior and exterior of the business.





Design Tech Visits **MURPHYSBORO** *Illinois*

Lyn and Suzanne were on the road again. This time, they were in Murphysboro, IL talking about creating a great customer experience through design, display, and branding techniques. Following the presentation, they spent two days meeting one-on-one with individual store owners throughout Jackson County, providing on-the-spot recommendations for both storefront and interior improvements. And if you're ever in Murphysboro, be sure to check out [17th Street Barbeque](#) and the café, [Faye](#).

Doors Open



We recently participated the [Historic Milwaukee, Inc.](#)'s Doors Open, a weekend event where the public can get visit Milwaukee area businesses and organizations to get a behind the scenes look at them. Lyn was interviewed by a local TV station, CBS 58. [Click here](#) to see the clip.





Here Comes the Judge

Lyn's more than 30 years of experience as a registered interior designer and expertise in commercial interiors was requested when she was recently asked to be part of the judging panel for two contests: [InStore's](#) 2022 America's Coolest Store Contest and [PetsPlus](#) magazine's America's Coolest contest. Congratulations to all the winners and honorable mentions!

Be sure to check out Lyn's article for Pets Plus magazine by [clicking here](#).

Conferences

The Garden Center Show

Lyn and Lisa attended [The Garden Center Show](#) in Milwaukee, WI over the summer where they enjoyed talking with many lawn and garden business owners who stopped by the Retailworks exhibit.



They also enjoyed speaking to Lyn after she gave two presentations: "Curb Appeal: Are You Getting the Most out of this Valuable Front-of-House Real Estate?" and "Lighting, Color, Signage:



Critical elements to creating an effective shopping experience - are you doing them right?” Speaking of garden centers, plans are sprouting for us to design the interior of a new building for [Mill Creek Gardens](#), a bountiful garden center and cut flower farm in Marshfield, WI.

America's SBDC

Helping retailers create an exceptional customer experience was the subject Lyn presented at the 2022 [America’s SBDC](#) 43 Annual Conference: Synergy Energy, in San Diego last month.



She discussed the importance of omni-channel retailing, creating a shopping environment that triggers left and right brain decision making, and providing a customer experience that is inspiring, engaging, and memorable. Many attendees were grateful for the information so they could share it with the businesses in their districts.

Kudos



Hats off to our display artist, Sue Boyle, whose display of oversized carrots in [Kessler's Diamonds](#) store in downtown Milwaukee, won an honorable mention in the 2022 VMSSD International Visual

Competition.

The Green Scene



Image source: Theinertia.com

Learn how upcycling discarded flip flops is providing jobs and helping to clean up our oceans. [Click here](#) to find out how.

Say What?



“Every great design begins with an even better story.”

—Lorinda Mamo
Designer/Creative Director

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.

