



FOCAL POINTS

Autumn 2023

Brand Refresh, New Satellite Studio, Inside NYC Museum, Banana Republic, Doors Open & More!

Branding | Commercial Interior Design | Merchandising & Display

Celebrating over 25 Years of Helping Businesses Grow Their Brand

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Feature Story

Refreshing Your Brand



Autumn is here and we've turned a new leaf. We're spreading our wings and expanding! To better reflect our growth and goals, we've refreshed our brand. To start, we've recreated our logos.



After almost 28 years, we decided to upgrade the Retailworks, Inc. logo with a new design and a more urban/modern look. In addition, LMF Group has evolved into LMF Studios—a dynamic hub of artistic creativity where imagination meets reality and customized displays embody a brand.

Keep in mind that a brand is more than just a logo and over time may need some adjustments. Perhaps it's time to think about doing that.

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Spread the Word

We've added a second satellite studio. In addition to our Tucson, AZ, studio, we're now open for business in North Port, FL, a city located halfway between Tampa and Naples, and a rapidly expanding center of commerce.



Noteworthy News

Artisan Seasonal Props Program



Display props play a valuable role in selling merchandise. They can serve to celebrate a brand or promote a product line, and when placed correctly, can lure customers throughout the entire store. And don't underestimate the ability of a fun prop to surprise and delight!

Next year we will be launching our **Artisanal Seasonal Props Program**, initially for jewelry retailers, but programs for other retail industries are in the works. Customers will be able to order from three different styles of props for delivery five times a year: winter, spring, summer, fall, and holiday. [Click here](#) for more information about this exciting program.

International Story

Tactical Urbanism



Image source: interiordesign.net

The use of wayfinding takes on a whole new meaning in Barcelona, Spain. Check out how it's helping people navigate pedestrian areas with an artistic application.

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Design Client Highlights

House of Cannabis

As mentioned in our previous newsletter, our interior designers had the opportunity to design the retail store at [The House of Cannabis](#) (THC NYC), a museum located in Soho that features the cannabis culture. Now we have some photos to share, so step inside and take a look.



Image source: House of Cannabis



Image Source: House of Cannabis



Image source: House of Cannabis

On the Boards

Other interior design projects we are currently working on include:

- Diedrich Jewelers, (expansion) Ripon, WI
- Kesslers Diamonds, Appleton, WI
- Larsen Baker, Tucson, AZ
- Mitten Running Co., Portage, MI
- Roxie & Co., Sioux Falls, SD
- Shoe Fly, York, PA and Charlottesville, VA
- Williams Centre, Tucson, AZ

Display Client Highlights

Banana Republic

Our display team created 19 custom "carpets" of individual preserved oak leaves for **Banana Republic**. They adorn the autumn window displays of 11 Banana Republic stores located across the country and in Canada. We hope they "leaf" you smiling!



Other display projects in the works:

- Belmont University's bookstore, Nashville, TN
- Kesslers Diamonds, Appleton, WI
- Kesslers Diamonds, Milwaukee, WI
- Nashville Zoo, Nashville, TN
- Smile Lab, NYC, NY
- Waukesha Civic Theatre, Waukesha, W



Kesslers Diamonds



Waukesha Civic Theatre



Belmont University

Main Street News



Lyn and Suzanne were the subject matter experts on "Main Street Matters," a webinar held by [Heart on Main Street](#). They shared visual merchandising tips and cost-effective ways to "zhuzh up" up a store. Click on the image below to watch the program.



And they just returned from historic Deadwood, SD, where they gave a presentation on storefront design, window displays, interior layout/design and merchandising to downtown merchants. They then spent a day working one-on-one with individual business owners.



Destination Downtown was a tri-state reunion of all things Main Street in Arkansas, Mississippi, and Louisiana. Lyn spoke on “filling vacant storefronts” at the conference in Monroe, LA.

Other Main Street projects in the works include:

- Historic markers and wayfinding signage for the Historic Martin Luther King BID #8, Milwaukee, WI
- Michigan Main Street Program - multiple cities (makeovers, presentations, business consultations)
- Iowa Main Street Program - multiple cities (presentation, business consultations)

Trade Shows



August was a busy month for trade shows. We exhibited at [The Garden Center Show](#) and [The INSTORE Show](#), the leading trade show for independent fine jewelry professionals and industry suppliers. Lyn provided presentations at both events on subjects including lighting, color, signage, selling through your senses and the importance of good curb appeal.





Lyn celebrates with staff members of Kessler's Diamonds.

Read All About It

Shoe Retailing Today

If you want to know what's involved when working with a professional design firm when renovating a store, ask us. Or, you can read an article that Lyn wrote on this subject for Shoe Retailing Today, a publication for the National Shoe Retailers Association (NSRA). In fact, it's the cover story for the September/October issue.

[READ MORE](#)

Other publications that Lyn has recently written articles for include:

- Creative Retailer
- INSTORE
- The Jewelry Collective
- PETS+

Doors Open



For the second consecutive year, we participated in Doors Open Milwaukee, an event presented by [Historic Milwaukee](#) that offers behind-the-scenes visits to commercial buildings, art galleries, urban gardens and more throughout Milwaukee's downtown and neighborhoods. It was great to meet everyone who came by.

Product We Love

Xorel

We are big fans of [Xorel](#), the world's first biobased high performance textile made from the rapidly renewable sugarcane plant. This 42-year-old product from [Carnegie Fabrics](#) is very versatile and can be used in many applications, including outdoor furniture. Furthermore, it has a significantly lower environmental footprint than other fossil fuel-derived products.



Image source: [Carnegiefabrics.com](#)



Image source: [Carnegiefabrics.com](#)

The Green Scene

Carbon-Capturing BioPolymer Tree



Image source: dezeen.com

The air purifying power of microalgae comes to life with a 3-D printed biodegradable tree and innovative technology. Want to know how?

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Say What?



*"Simplicity is the
ultimate sophistication."*
Leonardo da Vinci

If you'd like to see where we create magic or want to learn more about Retailworks, Inc., and LMF Studios, please give us a call at (414) 249-4881 or send us an email at solutions@retailworksinc.com or solutions@LMF-studios.com.