

Welcome to our summer edition of NewsTalk.  
The BDS council continue to work hard working with our Centres of Excellence (see pages 4&5) and looking to the future with our courses and membership.  
We welcome Ed Stammers from the London College of Fashion to the Executive Council and congratulate Iain Kimmins on his election as a Director of the British Display Society.



On May 2nd, adidas opened their new Brand Footwear store, under the name of SHANGHAIFTWRSUPPLY, will open it's doors to consumers in the newly built Dazhongli Swire mall on Shi Men Yi Road, Shanghai.



Within the 342m2 store, the design and concept hardware is rooted in the latest adidas concept, (featured in its NYC Flagship Store on Fifth Avenue) "Stadium". The Equipment Room (being one of the facilities within a stadium back of house, like a locker room or the kiosks) was chosen as the anchor and concept narrative for the Shanghai FTWR Supply store, which is reflected in the naming, storytelling and spatial expression.



The store opened with two launch campaigns including the running shoe "Silver Pack" Boost and the iconic adidas Originals NMD.





# Spring/Summer Interiors & Fashion Trend Let's Get Tropical!

Tropical is by no means a new trend in interiors, but it's certainly picking up pace this season and is definitely one of the key looks for Spring/Summer.

Think lush tropical greenery and palm trees with colonial rattan and then add splashes of colour with vibrant cockatoos and mix it with gold pineapples and insects for a real dazzle of sunshine.

Fruity, tropical prints are all over the Spring/Summer catwalks this year and it hasn't taken long for the trend to be picked up in interiors. Everything from palm leaves, pineapples to exotic flowers and flamingo's are serving a reflection of the unsettled storm-to-sunshine weather we have been having.







**BDS Centre of Excellence  
Herts. Regional College  
Graduation Exhibition 6-10th June**

Tutors: Tracey Grover and Liliana Scibetta

**First Year Students Theme -**



kelsie Taylor

Medusa was a magical mythical figure but was also a victim of rape. Interesting to see both this, and the London College of Fashion 'Drop in the Ocean' (page 5) are windows where students have chosen a propaganda / educational theme.



**3rd year graduates**

As well as VM the show also featured a variety of work from the Fine Art Practice, Graphic Design, 3D Design and HND Photography courses.



Brooke Riddle



Abigail Wade



Lorna Storey



**BDS Centre of Excellence  
London College of Fashion  
Visual Merchandising  
and Branding Expo 15th May**

At the London College of Fashion Visual Merchandising and Branding Expo on 15th May, BDS student member Eleanor Charlotte Hathorn produced an educational display entitled 'A Drop in the Ocean' to highlight global pollution in an impactful way, inviting visitors to be photographed in her recycled plastic egg chair.

The other graduate work featured, varied from detailed schemes for retail, 3D displays, and immersive virtual reality mock-ups, showing the many different aspects of our industry.



**John Lewis National Treasures**



National Treasures is a series of illustrations specially created for us by Paul Thurlby, an award-winning graphic artist whose first published work, Alphabet, came out as a children's book in 2011.

Paul's witty and colourful drawings, often inspired by original vintage posters, have featured in a variety of projects including editorial, advertising and design. We think his work's a national treasure too.



**John Lewis, Oxford Street - Gardening Society Rooftop**

Escape the hustle and bustle of Oxford Street on our Gardening Society rooftop, opening for its second summer. Cool down with an ice-cold beverage served from the new Gardener's Arms, rumoured to be Britain's smallest pub. Reserve a 'summer house' complete with private herb and flower garden and outdoor seating, or a larger 'pavilion' to sit and enjoy British-inspired food from a rooftop menu. Open until 4th September.





## BDS at the 2017 VM and Design Show



### World-changing thinkers and innovators all under one roof

The BDS was once again at the VM and Display Show this year in April. It is the longest running exhibition for the industry.

Whether you are a retailer, designer, in the leisure and entertainment industry or in fact use visual merchandising to promote your products or services in any way, this annual Show is a must visit for everyone involved. The Show covered everything within visual merchandising and display from Mannequins, Print, Christmas Decorations, Display Services, Props, Design, Graphics, Bust Forms, TurnKey Service, POP, Lighting, Fabrics and everything in between.

It was a very busy show and we had the opportunity to network with industry experts and chat to prospective members. It was also good to see some of our Distance Learning students who visited our stand, and also long standing members.

Keep an eye on the website [www.vmanddisplayshow.com](http://www.vmanddisplayshow.com) for next year's dates for your diary!



## Horror Corner



This is a new shop selling Birthday/Party merchandise. Sadly no attention has been given to the window display, or the paint-work and in fact a store sign would have been a good idea.

Take a look at our new website.  
[www.britishdisplaysociety.co.uk](http://www.britishdisplaysociety.co.uk)

Why not sign up for our on-line Visual Merchandising training courses where you will receive the very best tuition. At the end of the course you will receive a professional accreditation which not only is a recognised achievement, it will promote your career with the Visual Merchandising industry.



Don't forget to follow us on Facebook  
British Display Society

