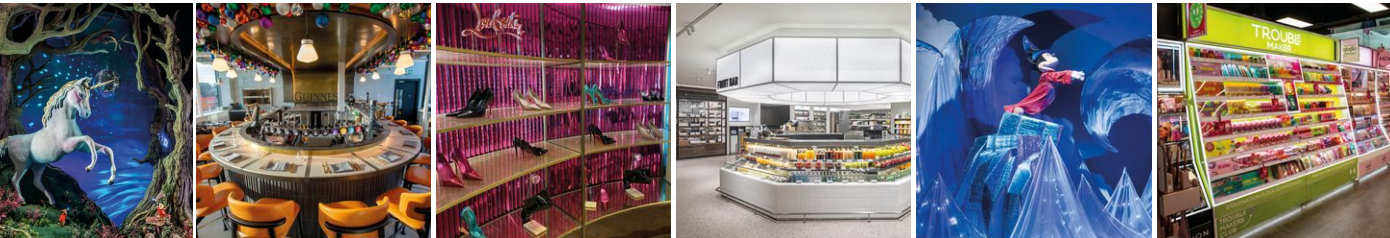


SHOP TALK

The Latest Design and Display News from the SDEA

SDEA

OCTOBER
2026 ISSUE



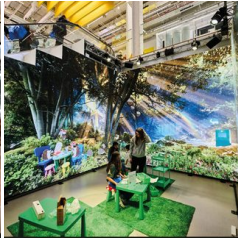


CREATIVE RETAIL AWARDS
2026 SPECIAL

The Shortlist

13 SDEA members, 52 shortlist places and a grand new home

THE CLAPHAM GRAND
THURSDAY 15 OCTOBER



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LEARNVM

A new online course in visual merchandising

NEW STORES

SKIMS, Kiehl's, GERARD DAREL and Ernest Jones

Welcome to your October issue of

SHOP TALK



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DIARY & MEMBERSHIP

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And why join the SDEA, on page 36

Hello,

Welcome to the October issue of Shoptalk. It has been a landmark few months for the Association, and this edition has plenty to celebrate.

In April, many of you joined us for our Networking Evening at the VM & Display Show. Congratulations to Pardgroup on winning the Best Stand Award, voted for by our members.

At our 79th Annual General Meeting in May, members elected Claire White of Antalis as President, the first woman to hold the role since the SDEA was founded in 1947. Claire is joined by James North of Northbanks Design as Vice President. I would also like to thank Mark Chatterton for everything he gave members during his four years as President.

In June we launched LearnVM, our new online course in visual merchandising and retail experience design. It opens up the

craft to anyone, wherever they are, and I am proud of what Barbara Chapman and John Abbate have built.

July brought our Summer Social at La-Yam Rooftop in Holborn, where 47 of you joined us eight floors above the city. Thank you to everyone who came.

Now all eyes turn to Thursday 15 October. Our Creative Retail Awards special celebrates the 13 SDEA members who have earned 52 places on the 2026 shortlist, sets out the full shortlist, drawn from more than 500 entries across five continents, and takes a first look at our grand new home, The Clapham Grand.

You will also find four of the season's most talked-about new UK stores, news of 103 KCR in King's Cross, and the latest from members including Antalis, Brownings, Alser and Tegometall.

I look forward to seeing many of you on the night.

Antony Behiels

EDITOR, SHOPTALK · DIRECTOR, SDEA



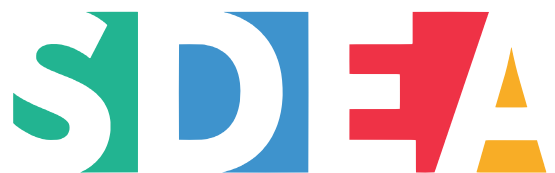
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www.shopdisplay.org



BRINGING OUT THE BEST IN RETAIL

► SDEA NEWS

A first in 79 years

Claire White of Antalis has been elected President of the Shop & Display Equipment Association, the first woman to lead the Association since it was founded in 1947. James North of Northbanks Design becomes Vice President.



Claire White

SDEA PRESIDENT · ANTALIS



James North

SDEA VICE PRESIDENT · NORTHBANKS DESIGN

OTHER CHANGES ANNOUNCED AT THE AGM

Vanessa Keen

Design4Retail
New Executive Council member

Oliver Dunn

Glencourt Associates
New Executive Council member

Mark Chatterton

Morplan
Steps down after four years to become
Immediate Past President

“I am proud to be the first woman to do so in the Association’s history.”

CLAIRE WHITE, SDEA PRESIDENT

The Shop & Display Equipment Association marked a milestone in its history on Wednesday 27 May 2026, when members at the 79th Annual General Meeting elected Claire White of Antalis as President.

Claire takes up the presidency after a year as Vice President and, before that, as a member of the Executive Council. Antalis is one of the leading distributors of printable media for signage, display and interior décor.

She succeeds Mark Chatterton of Morplan, who steps down after a four-year term to become Immediate Past President. The Association thanked Mark for his leadership and for the support he gave members throughout his time in office.

“It is a real honour to take on the role of President, and I am proud to be the first woman to do so in the Association’s history,” said Claire. “The SDEA continues to offer valuable and relevant support to the many different sectors it represents within the design and display industry, and it provides members with opportunities to network and celebrate their creativity. I look forward to building on this work and helping the Association grow in the year ahead.”

James North of Northbanks Design, the turnkey retail design and brand experience agency behind stores, pop-ups, concessions and display programmes for global brands, was elected Vice President.

“It is a real privilege to be elected Vice President of the SDEA,” said James. “Our industry has a unique ability to bring brands to life and create meaningful connections with customers through retail, display, and experiential environments. I look forward to working alongside the board, members, and industry partners to champion innovation, support emerging talent, and help strengthen our industry for the future.”

Two new members were also elected to the Executive Council: Vanessa Keen of Design4Retail and Oliver Dunn of Glencourt Associates.

SDEA Director Antony Behiels welcomed the result. “This is a proud moment for the Association,” he said. “Claire becoming our first female President is a real milestone, and a welcome one. I’d also like to thank Mark for everything he’s given over his time as President; his support has meant a lot to members. With Claire and James now at the helm, I’m genuinely excited about the year ahead.”

“Our industry has a unique ability to bring brands to life and create meaningful connections with customers.”

JAMES NORTH, SDEA VICE PRESIDENT



► SDEA EVENTS

Networking at the VM & Display Show

As the first day of the VM & Display Show drew to a close in April, the SDEA brought the industry together for its Networking Evening, and members voted Pardgroup's stand the best at the show.

The VM & Display Show returned to London's Business Design Centre on 14 and 15 April 2026, bringing together the people who design, make and install the displays seen in shops across the UK.

At the end of the first day, the SDEA hosted its Networking Evening, giving members, exhibitors and visitors the chance to swap the show floor for a drink and an easier conversation. Guests from across the industry mixed through the evening, catching up with familiar faces and making new contacts.

The Creative Retail Awards were never far from view. With entries for CRA26 open until 1 May, banners around the venue reminded guests to get their best work in, and many of the projects entered that spring now feature on the 2026 shortlist, set out in full later in this issue.

Members also had their say on the show itself, voting for the Best Stand Award, which went to Pardgroup.



SDEA Networking Evening, Tuesday 14 April 2026, at the close of the first day of the VM & Display Show.



Best Stand Award Simon Bentley of Pardgroup receives the award from SDEA President Claire White on the Pardgroup stand.

BEST STAND AWARD
VM & DISPLAY SHOW 2026

Pardgroup takes Best Stand

Pardgroup won the Best Stand Award at the VM & Display Show 2026. The award is voted for purely by SDEA members, making it a recognition from the agency's own industry peers. SDEA President Claire White presented the award to Simon Bentley on the stand. It caps a strong year for the agency, which also holds nine places on the 2026 Creative Retail Awards shortlist.

VOTED FOR BY SDEA MEMBERS



The Pardgroup stand at the VM & Display Show 2026, held at the Business Design Centre.



► SDEA EVENTS

Summer on the rooftop

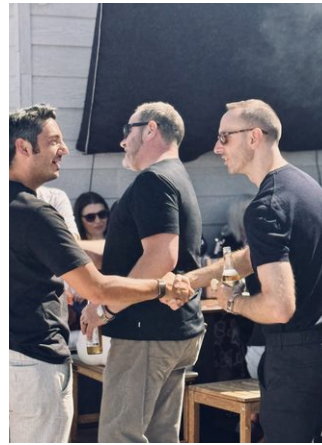
On Thursday 2 July, members, retailers and friends of the Association gathered eight floors above Holborn for the SDEA Summer Social at La-Yam Rooftop.

For its 2026 Summer Social, the SDEA took the industry up to La-Yam Rooftop, one of London's newest rooftop venues, on the eighth floor of Kingsbourne House on High Holborn. Sitting directly above Holborn Underground Station, the terrace offered an easy journey in for guests and wide views across the capital once they arrived.

Under clear skies, forty-seven guests joined SDEA staff for an afternoon of networking over a selection of food, including vegetarian options, and a range of drinks. It was a relaxed setting for the design and display community to catch up away from the pressures of an exhibition floor.

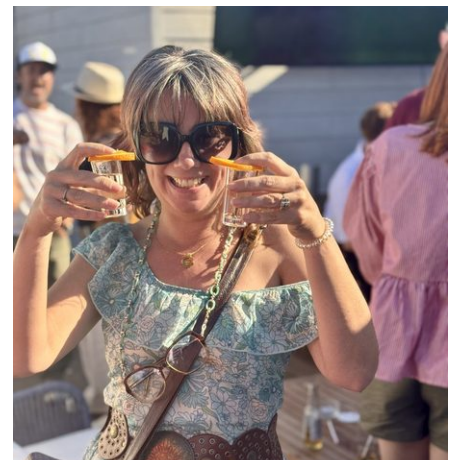


SDEA Summer Social, La-Yam Rooftop, Holborn, Thursday 2 July 2026



The guest list reflected the breadth of the membership, bringing suppliers, manufacturers, designers and agencies together with trade press and industry partners, just six weeks before the Creative Retail Awards shortlist was announced.

The Summer Social is one of the Association's regular networking events, alongside Creative Retail Connections at major trade shows and the Creative Retail Awards ceremony each autumn. Members can find details of upcoming events at shopdisplay.org.



DATE

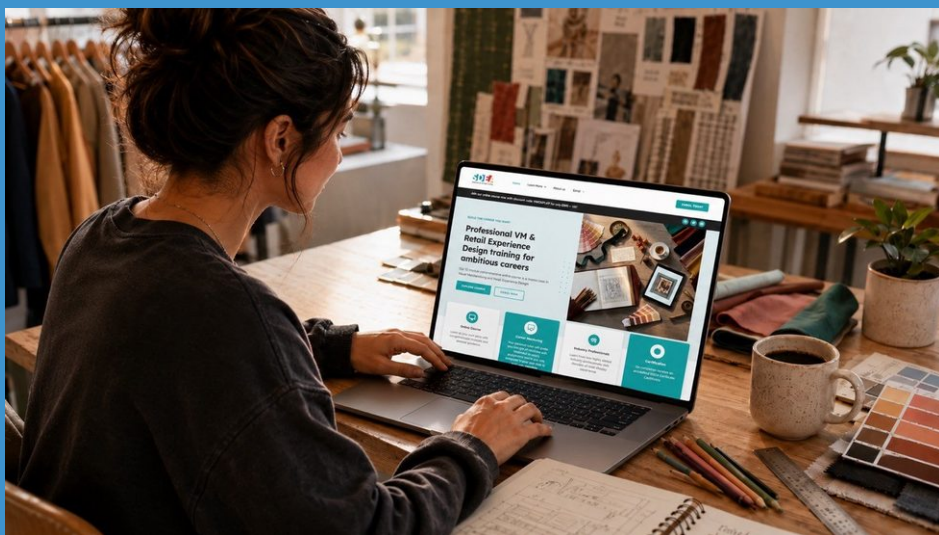
Thursday 2 July 2026

VENUE

La-Yam Rooftop, Holborn

Learn the craft, at your own pace

The SDEA has launched LearnVM, an online course in Visual Merchandising and Retail Experience Design that opens professional training to anyone, wherever they are.



12

MODULES

THE FUNDAMENTALS

- | | |
|----|-----------------------|
| 01 | Presentation |
| 02 | Product grouping |
| 03 | Composition |
| 04 | Lighting |
| 05 | Props |
| 06 | Production management |

RETAIL TODAY

- | | |
|----|------------------------------|
| 07 | AI |
| 08 | Digital |
| 09 | Technology |
| 10 | Sustainability |
| 11 | Brand identity |
| 12 | Storytelling across channels |

LearnVM is designed for anyone looking to start or develop a career in visual merchandising and retail design. Available now at learnvm.co.uk, the course can be studied entirely online and at the learner's own pace.

The aim is to open up the industry to people who may not be able to attend a full-time, college-based course because of cost, location or other commitments. By delivering professional training online and flexibly, the Association hopes to make visual merchandising skills more accessible and to support the next generation of talent entering the sector.

The course is made up of 12 modules and works both as an introduction for newcomers and as a top-up for those already working in the industry. It covers the fundamentals of the discipline, including presentation, product grouping, composition, lighting, props and production management, alongside the skills shaping retail today,

such as AI, digital, technology and sustainability. Learners also explore how to build brand identity by telling clear, cohesive stories across every channel.

LearnVM was created by Barbara Chapman and John Abbate, two industry professionals with more than 35 years of retail display experience each, including work for retailers such as Ralph Lauren, Selfridges and Oasis. Every learner is supported by a personal tutor who gives feedback on each assignment, and successful learners receive an accredited SDEA Certificate, recognised across the retail design and display industry.

SDEA Director Antony Behiels said the course combines the craft of visual merchandising with the skills retail needs today, taught by people who have spent their careers doing the work, and called it "a real opportunity to grow" for newcomers and experienced professionals alike.

FOR DISPLAY COMPANIES

A fast start for new sales teams

LearnVM is also a practical option for display, shopfitting and POP companies bringing new salespeople into the industry. Visual merchandising is the language their retail clients speak, and the course gives newcomers a quick, structured grounding in it, from presentation and product grouping to lighting and props, so they can understand a brief, talk confidently about display solutions and add value to client conversations sooner. Because it is studied online and at their own pace, learning fits around the day job rather than taking people out of the business.

"LearnVM makes the knowledge and experience within our industry available to anyone, wherever they are and whenever it suits them."

ANTONY BEHIELS, SDEA DIRECTOR

12

modules, from the fundamentals to AI and sustainability

1:1

a personal tutor gives feedback on every assignment

2 yrs

to complete, on computer, tablet or phone

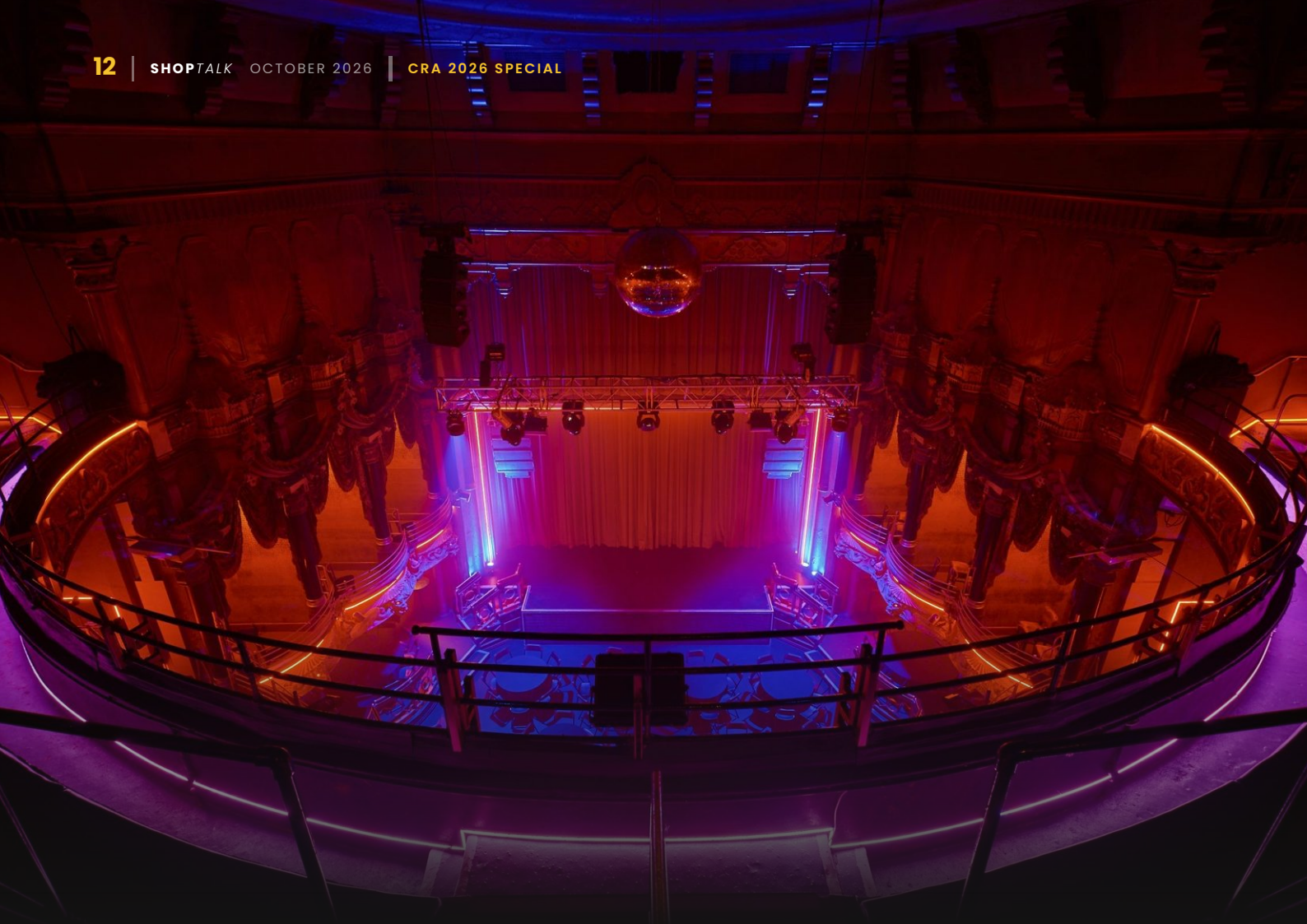
SDEA

an accredited certificate recognised across the industry

Created by **Barbara Chapman** and **John Abbate**, with more than 35 years of retail display experience each.

Find out more and enrol

learnvm.co.uk



► CREATIVE RETAIL AWARDS 2026 SPECIAL

The shortlist is in

More than 500 entries, five continents and one night to decide them. The 2026 results will be revealed live at The Clapham Grand on Thursday 15 October.

500+

ENTRIES

20+

CATEGORIES

5

CONTINENTS

113

SHORTLISTED



The Creative Retail Awards published its 2026 Shortlist Guide in August, revealing the projects competing for the retail design industry's most sought-after honours. Drawn from more than 500 entries, the shortlist spans more than 20 categories and five continents, taking in flagship stores, festive windows, pop-ups, hospitality, supermarkets and in-store visual merchandising. It is the most international list the Awards have produced.

The work reaches from Tokyo to New York and from Riyadh to Sydney. Contenders include Coach's Winter Forest at the Lotte East Busan Outlet in South Korea and its Tabby Shop pop-up in Sydney, the Armani x Kith pop-up at Topping Rose House in New York, Bulgari's Diva's Dream in Riyadh, RH Paris on the Champs-Élysées and Twelve at House of Shinsegae Cheongdam in Seoul.

Closer to home, it has been a strong year for British retail. Fortnum & Mason appears for its Enchanted Christmas display and the window schemes A Perfect

Spring Day and Fresh Tea Infusion. Harrods is recognised twice, for the fifth-floor Shoe Heaven scheme with Christian Louboutin and for Brunello Cucinelli's Christmas takeover. Selfridges is shortlisted for its Beauty Hall and Disney Christmas Windows, while IKEA's Oxford Street store makes the list for its LED window façade and immersive live studio.

The range of work is wider still. The Design Museum's Wes Anderson exhibition sits alongside Pets at Home's Vets for Pets rollout, and B&Q's Wandsworth mural with artist Dominika Karc competes in Creative Collaboration against BOSS x Beckham and New Era's MLB Subway Series. Sustainability runs strongly through the entries too, with Fortnum & Mason's Resourceful Nature, Sainsbury's Ecoform, Diesel's Denim_Salling and Illium store and Woolworths South Africa's sustainable Christmas tree all in contention.

FROM THE SHORTLIST



Fortnum & Mason
Enchanted Christmas



IKEA
LED Window Façade



Selfridges
Beauty Hall



Coach
Coach Play Osaka

“The shortlist speaks for itself. What strikes me most is how much of this work would have been unimaginable five years ago, and how much of it comes from outside the UK. Physical retail is in a far better creative state than the headlines suggest, and this Guide is the proof.

ANTONY BEHIELS, SDEA DIRECTOR AND CO-ORGANISER OF THE CREATIVE RETAIL AWARDS



► THE VENUE

A grand new home

For 2026 the Creative Retail Awards moves to The Clapham Grand, a Victorian music hall that has been entertaining London for more than 125 years.

The Clapham Grand first opened in 1900 as the New Grand Theatre of Varieties. One of the capital's surviving Victorian music halls, it has moved from variety performances to cinema, live music and major events over the following century and a quarter, with performers including Charlie Chaplin, Oasis and Muse passing through its doors.

Today its spectacular interior, tiered balconies and dramatic architecture give it an unmistakable character, and that is exactly why the organisers chose it. Great retail

environments do more than look good: they create atmosphere, tell stories, surprise audiences and leave lasting impressions. The Clapham Grand has been doing the same for generations.

On 15 October the venue will welcome leading retailers, brands, designers, agencies, suppliers and creative talent from across the industry for an evening of awards, entertainment, networking and celebration, with every result revealed live on stage.



The Clapham Grand on St John's Hill, and a full house at one of the venue's regular events. Images courtesy of The Clapham Grand.

OPENED

1900, as the New Grand
Theatre of Varieties

ON STAGE

Charlie Chaplin, Oasis,
Muse

ADDRESS

21–25 St John's Hill, London
SW11 1TT

THE NIGHT

Thursday 15 October
2026

“As for The Clapham Grand, it’s a wonderful venue, and exactly the sort of place a night like this deserves.”

ANTONY BEHIELS, SDEA DIRECTOR

► CRA 2026 · SDEA SPECIAL

Members on the shortlist

Thirteen SDEA member companies have earned 52 places on the 2026 Creative Retail Awards shortlist, close to half of all 113 places in contention.

13

MEMBER COMPANIES
SHORTLISTED

52

OF 113 SHORTLIST PLACES

19

OF 21 CATEGORIES

41

MEMBER PROJECTS

When the Creative Retail Awards shortlist was published in August, SDEA members were everywhere. Thirteen member companies feature, credited with 52 of the 113 shortlisted places and represented in 19 of the 21 categories.

Their work ranges from London's festive windows to a pop-up at Topping Rose House in the Hamptons and a concession in Riyadh, and from props and paper art to graphics, rollouts and full store fit-outs. Some of the most-shortlisted

projects of the year, including Davines Colour World UK, Armani x Kith and the Design Museum's Wes Anderson exhibition, were delivered by members.

Mega Creative leads the way with 12 shortlist places across six projects, followed by Pardgroup with nine, B_RD with seven and Kesslers London with six. Over the following pages, Shoptalk celebrates every member in contention. All results will be revealed at The Clapham Grand on Thursday 15 October.



Mega Creative · Diesel, Denim_Salling and Illium Store



Pardgroup · Bulgari, Diva's Dream Solitaire, Riyadh



B_RD · Casablanca, Paris LA Boutique

Mega Creative

An award-winning London retail design and production company working as a collaborative “creative collective”, specialising in visual merchandising, window displays and bespoke brand activations, from concept and development through to manufacture and installation.



Diesel
Denim, Salling and Illium Store

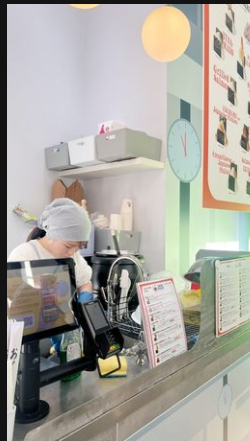
SURFACES, MATERIALS & FINISHES · SUSTAINABLE DISPLAY



Davines
Colour World UK
CREATIVE LIGHTING · LEISURE, VISITOR OR EXHIBITION ATTRACTION · POP-UP OR TEMPORARY · RETAIL EXPERIENCE · SUSTAINABLE DISPLAY



De Beers
Raffles Event
CREATIVE LIGHTING



Japan Center
Tokyo Onigiri Pop-Up
HOSPITALITY · POP-UP OR TEMPORARY



De Beers
Windows
MULTI-SITE ROLLOUT



Christy
Wimbledon Pop-Up
SURFACES, MATERIALS & FINISHES

Pardgroup

A multinational agency specialising in field marketing and retail services. With Italian roots, the group runs its own design studio, Axie Studio, and this year expanded its French operations with a new headquarters in Paris.



Bulgari

Diva's Dream Solitaire, Riyadh

SHOP-IN-SHOP OR CONCESSION



BOSS x Beckham

London Retail Corner

CREATIVE COLLABORATION



Brunello Cucinelli x Harrods

Christmas 2025 Takeover

FESTIVE DISPLAY



Armani x Kith

Topping Rose House, NYC

IN-STORE VM SCHEME · LEISURE,
VISITOR OR EXHIBITION
ATTRACTION



FP Movement x Barry's

Bootcamp at Selfridges

SHOP-IN-SHOP OR CONCESSION



Amouage

Niche Perfumery

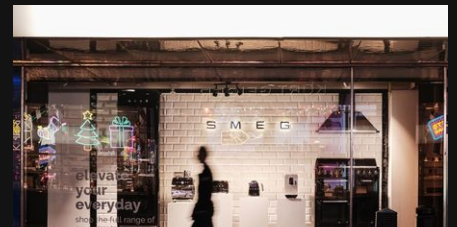
SURFACES, MATERIALS & FINISHES



Etro

Etro Holiday 2025

WINDOW DISPLAY



SMEG

SMEG Black Friday

WINDOW DISPLAY

B_RD

An award-winning integrated design and production agency creating unique retail experiences for global brands.



Harrods x Christian Louboutin
IN-STORE VM SCHEME



Aspal, Regent St Flagship
FESTIVE DISPLAY



Hackett London, Regent St Flagship
FESTIVE DISPLAY



END Clothing, Holiday Windows
GRAPHICS



Casablanca, Paris LA Boutique
IN-STORE VM SCHEME

Kessler's London

From concept design to manufacturing and implementation, Kessler's works with global brands to deliver seasonal and permanent retail programmes.



L'Oréal, Boots Showcase Event
GRAPHICS · LEISURE, VISITOR OR EXHIBITION ATTRACTION



Pets at Home, Vets for Pets
MULTI-SITE ROLLOUT



FootJoy, Pro XL Launch
POP/POS



Sainsbury's, Ecoform
SUSTAINABLE DISPLAY



Charlotte Tilbury
Flawless Foundation Launch
GRAPHICS

ALSO IN CONTENTION



Northbanks

Turnkey retail design and brand experience agency, and home of new SDEA Vice President James North.

GRAPHICS

White Stuff, 40th Birthday Summer Tour

INDEPENDENT STORE (UK)

Dinny Hall, Leeds County Arcade

SHOPFITTING

Dinny Hall, Leeds County Arcade



Nathan Ward

Multi-award-winning London paper artist, image maker, set designer and director.

INDEPENDENT STORE (UK)

Métier

INDEPENDENT STORE (UK)

Mount Street Printers

SUSTAINABLE DISPLAY

Métier, London Flagship SS25



Proportion London

Global visual merchandising services, designing and manufacturing display solutions.

IN-STORE VM SCHEME

Rick Owens, Temple of Love

LEISURE, VISITOR OR EXHIBITION ATTRACTION

Design Museum, Wes Anderson Exhibition

POP-UP OR TEMPORARY

Design Museum, Wes Anderson Exhibition



Design4Retail

Retail design agency with implementation, from stores and pop-ups to windows.

OMNI-CHANNEL EXPERIENCE

Under Armour, Total Footwork Experiential Zone

RETAIL TECHNOLOGY INNOVATION

adidas x Sports Direct, Experiential Takeover

RETAIL TECHNOLOGY INNOVATION

Under Armour, Total Footwork Experiential Zone



Impact Retail

Retail design and manufacturing, from premium POS rollouts to store refits.

POP/POS

Byoma, Bauble for Boots

SHOP-IN-SHOP OR CONCESSION

White Fox, Boots Event Site



Graphica Display

Large format print, signage, and interior, exhibition and event graphics.

GRAPHICS

YO! Sushi



Morplan

The one-stop shop for retail, with more than 5,000 products from stock.

INDEPENDENT STORE (UK)

Sir Tom Baker



arken

Award-winning creative POP, retail display and signage; B Corp certified.

POP/POS

Trouble Maker, Superdrug



Propability

Props and sculpts for retail and events, designed, made and installed.

WINDOW DISPLAY

Selfridges, Disney Christmas Windows

The 2026 shortlist in full

Project and the company credited in the Shortlist Guide. **Green** marks an SDEA member.

CREATIVE COLLABORATION

B&Q x Dominika Karc, Wandsworth Local Mural · B&Q
BOSS x Beckham, London Retail Corner · **Pardgroup**
Coach Selfridges Oxford Street x It's Bagels · Coach
New Era x MLB, Subway Series · Whiteroom
London St. Pancras x Powered by Dreams · FleishmanHillard

CREATIVE LIGHTING

Coach, Ginza · Coach
Davines, Colour World UK · **Mega Creative**
De Beers, Raffles Event · **Mega Creative**
RH Paris, The Gallery on the Champs-Élysées · Foundry
Selfridges, Beauty Hall · Nulty

FESTIVE DISPLAY

Aspinal, Regent St Flagship · **B_RD**
Brunello Cucinelli x Harrods, Christmas 2025 Takeover · **Pardgroup**
Coach, Winter Forest · Coach
Fortnum & Mason, Enchanted Christmas · Fortnum & Mason
Hackett London, Regent St Flagship · **B_RD**
Walker's, Andy Murray Xmas Window · Etch

GRAPHICS

Charlotte Tilbury, Flawless Foundation Launch · **Kesslers London**
END Clothing, Holiday Windows · **B_RD**
L'Oréal, Boots Showcase Event · **Kesslers London**
New Era Caps, MLB Subway Series · Whiteroom
White Stuff, 40th Birthday Summer Tour · **Northbanks**
YO! Sushi · **Graphica Display**

HOSPITALITY

The Coach Restaurant, Singapore at Jewel Changi Airport · Coach
Guinness, Open Gate Brewery, Covent Garden · Guinness
Japan Center, Tokyo Onigiri Pop-Up · **Mega Creative**
Nespresso, Covent Garden Flagship · Nespresso
RH Paris, The Gallery on the Champs-Élysées · Foundry

INDEPENDENT STORE (UK)

Dinny Hall, Leeds County Arcade · **Northbanks**
John Smedley, Carnaby Street · Genesis
Métier · **Nathan Ward**
Mount Street Printers · **Nathan Ward**
Sir Tom Baker · **Morplan**

IN-STORE VM SCHEME

Armani x Kith, Topping Rose House, NYC · **Pardgroup**
Casablanca, Paris LA Boutique · **B_RD**
Harrods x Christian Louboutin · **B_RD**
Neal's Yard, Covent Garden · Etch
Rick Owens, Temple of Love · **Proportion London**
Woolworths South Africa, Tiger Lily in Tygervally · Woolworths South Africa

LEISURE, VISITOR OR EXHIBITION ATTRACTION

Armani x Kith, Topping Rose House, NYC · **Pardgroup**
Davines, Colour World UK · **Mega Creative**
Design Museum, Wes Anderson Exhibition · **Proportion London**
L'Oréal, Boots Showcase Event · **Kesslers London**
Pandora, The Garden Museum for LFW · **B_RD**

MULTI-SITE ROLLOUT

De Beers, Windows · **Mega Creative**
Giant Bicycles · Whiteroom
IQOS, Multi-Site Rollout Retail 2.0 · PMI Global Studio
JD Gyms · Briggs Hillier
Marshall, Heston Bespoke Displays · ISI Global
Pets at Home, Vets for Pets · **Kesslers London**

OMNI-CHANNEL EXPERIENCE

Brooks Running, Ghost 17 · ISI Global
Fanatics · we.are.sdi
IKEA · IKEA
Mamas & Papas · Mamas & Papas
Under Armour, Total Footwork Experiential Zone · **Design4Retail**

POP/POS

Byoma, Bauble for Boots · **Impact Retail**
Coca-Cola, Share a Coke Campaign · Link Worldwide
FootJoy, Pro XL Launch · **Kesslers London**
Schweppes, Bubbles Activation · Link Worldwide
Trouble Maker, Superdrug · **arken POP International**
Waitrose, Dalston's Soda · Print & Display

POP-UP OR TEMPORARY

Coach, Tabby Shop, Sydney · Coach
Davines, Colour World UK · **Mega Creative**
Design Museum, Wes Anderson Exhibition · **Proportion London**
Japan Center, Tokyo Onigiri Pop-Up · **Mega Creative**
Porsche NOW, Liverpool · Porsche Cars GB
The Ordinary, Unlocked Shoreditch · StudioXAG

RETAIL EXPERIENCE

Coach, Coach Play Osaka · Coach
Crocs, Icon Store, SoHo, New York · Briggs Hillier
Davines, Colour World UK · **Mega Creative**
Dr. Martens, Soho Beacon Store · Dr. Martens
Fanatics, Flagship Store, London · we.are.sdi

RETAIL TECHNOLOGY INNOVATION

adidas x Sports Direct, Experiential Takeover · **Design4Retail**
IKEA, LED Window Façade and Immersive Live Studio · d&b solutions
IQOS, i House Korea · PMI Global Studio
Motion Mapping, Experience Centre · Motion Mapping
Under Armour, Total Footwork Experiential Zone · **Design4Retail**

SHOPFITTING

Dinny Hall, Leeds County Arcade · **Northbanks**
IQOS, i House Korea · PMI Global Studio
Neal's Yard, Covent Garden · Etch
Portugal Jewels, Rua Áurea 157 Store · Portugal Jewels
Solus, Birmingham Showroom and Workspace · Solus

SHOP-IN-SHOP OR CONCESSION

Bulgari, Diva's Dream Solitaire, Riyadh · **Pardgroup**
FP Movement x Barry's, Bootcamp at Selfridges · **Pardgroup**
M&S, Cribbs Causeway · we.are.sdi
New Era x MLB, Subway Series · Whiteroom
White Fox, Boots Event Site · **Impact Retail**

SUPERMARKET OR GROCERY

Hotel Chocolat, Manchester Cross Street · Hotel Chocolat
Shinsegae, Twelve at House of Shinsegae Cheongdam · Design Theory Collective
T2, Melbourne Central · T2
Waitrose, Newbury · Waitrose
Whole Foods Market, King's Road, London · Whole Foods Market

SURFACES, MATERIALS & FINISHES

Amouage, Niche Perfumery · **Pardgroup**
Christy, Wimbledon Pop-Up · **Mega Creative**
Coach, Restaurant Singapore, Jewel Changi Airport · Coach
Diesel, Denim_Salling and Illium Store · **Mega Creative**
Qima Café, Covent Garden Flagship · Qima Café

SUSTAINABLE DISPLAY

Davines, Colour World UK · **Mega Creative**
Diesel, Denim_Salling and Illium Store · **Mega Creative**
Fortnum & Mason, Resourceful Nature · Fortnum & Mason
Métier, London Flagship SS25 · **Nathan Ward**
Sainsbury's, Ecoform · **Kesslers London**
Woolworths South Africa, The World's Most Sustainable Christmas Tree · Woolworths South Africa

WINDOW DISPLAY

Etro, Etro Holiday 2025 · **Pardgroup**
Fortnum & Mason, A Perfect Spring Day · Fortnum & Mason
Fortnum & Mason, Fresh Tea Infusion · Fortnum & Mason
Hackett, Regent Street SS25 · **B_RD**
Selfridges, Disney Christmas Windows · **Propability**
SMEG, SMEG Black Friday · **Pardgroup**

STORE DESIGN OF THE YEAR

Dr. Martens, Soho Beacon Store · Dr. Martens
Holland & Barrett, Experience Store, Cardiff · Holland & Barrett
Neal's Yard, Covent Garden · Etch
Nespresso, Covent Garden Flagship Boutique · Nespresso
Portugal Jewels, Rua Áurea 157 Store · Portugal Jewels

► THE JUDGES

Judged in one room, in one day

Independent judging is central to the credibility of the Creative Retail Awards. The organisers play no part in scoring or deciding the winners; every result is determined solely by an independent panel of respected industry professionals.

Judges first worked through every entry individually to narrow each category. They then met face to face in London for a full day to discuss, debate and challenge each other's views before settling the results category by category. It is a deliberately unhurried process, and it is why a place on this shortlist carries real weight.

Ian Scott

Retail Consultant & Public Speaker

Judith Kelly

Head of Retail Design and Delivery, Hammerson

Jack Stratten

Director, Insider Trends

David Dalziel

Former Executive Creative Director

Matthew Brown

Retail Futurist, Echochamber

Tim Nash

Curator, Shop Drop Daily

Andrew Busby

Retail Industry Expert, Speaker & Writer

Barbara Chapman

Creative VM Consultant & Stylist

Isabella Fish

Retail Editor, The Times & The Sunday Times

► SHOP DROP SPOTLIGHT AWARD

The public's choice

Run in partnership with Shop Drop Daily, the Shop Drop Spotlight Award is the one category placed wholly in the hands of the industry and the public. Ten UK projects that generated the strongest response from the Shop Drop Daily community over the past year went to a public vote, which closed on 4 September. The winner will be announced live on the night.

-
- 01 adidas Hybrid Hotel, Caxton Works, London

 - 02 Dr. Martens The Art of Comfort Experience, The Outernet, London

 - 03 HOKA Run Stop Corner Shop, Bethnal Green Road, London

 - 04 LANEIGE & Space NK Pop-Up Activation, Covent Garden Piazza

 - 05 LOEWE Perfumes The Crafted Garden Pop-Up, The Selfridges Corner Shop

 - 06 L'Oréal Paris IWD Café & Cinema Pop-Up Space, London

 - 07 Marc Jacobs Daisy Wild Eau So Intense Pop-Up, Covent Garden

 - 08 Nike Women Store Opening, King's Road, London

 - 09 Prada and Miu Miu Window and In-Store Takeover, Liberty London

 - 10 The Blank Street Post Room Pop-Up, Greek Street, London

CELEBRATING THE BEST IN CREATIVE RETAIL



CREATIVE
RETAIL
AWARDS

SHORTLIST IS LIVE

TICKETS ON SALE NOW

15 OCTOBER 2026, THE CLAPHAM GRAND, LONDON

The Creative Retail Awards 2026 Shortlist Guide is now live, marking the countdown to one of the biggest nights in the creative retail calendar. This year, the Awards will take over the iconic Clapham Grand in London on Thursday 15 October, bringing together designers, brands, retailers, suppliers and industry partners from across the sector.



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NORTHBANKS

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antalis



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creators of award winning p-o-p

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PROPORTION
LONDON

roomly

VAST

NEW STORES



SKIMS · 245-247 REGENT STREET, LONDON

Image courtesy of SKIMS

► NEW STORES

SKIMS

245–247 REGENT STREET, LONDON

Art first, then product

SKIMS has opened its first standalone UK flagship on Regent Street: 12,000 sq ft designed by Rafael de Cárdenas, and the brand's largest store in Europe.

For a brand that built its reputation online, the speed and scale of SKIMS' move into physical retail is one of the most compelling stories on the high street. Regent Street is not a tentative step. A corner site of 12,000 sq ft, it is the brand's first standalone flagship in the UK and its largest anywhere in Europe.

Rafael de Cárdenas Ltd has adapted the SKIMS design language for the site, using curved forms, tactile materials and refined architectural detail. Interconnected open-plan spaces lead customers through immersive product displays, with soft, rounded counters and pale tones that let the product's own colour range carry the room.

The tone is set at the entrance by a monumental, one-of-a-kind sculpture by Vanessa Beecroft. It is a deliberate sequence: culture first, product second, the kind of thinking

more often associated with houses with far longer heritage.

Inside, the assortment spans underwear, shapewear, loungewear, menswear, accessories and the NikeSKIMS collaboration. The store was celebrated in September with a London Fashion Week launch party hosted by co-founders Kim Kardashian and Jens Grede.

The opening came alongside a new flagship in Dubai Mall and the announcement of the brand's entry into India with Reliance Brands, with Hong Kong and Seoul to follow. For a brand founded on inclusivity and fit, putting product in a room where customers can experience it may be the most logical move it has made.



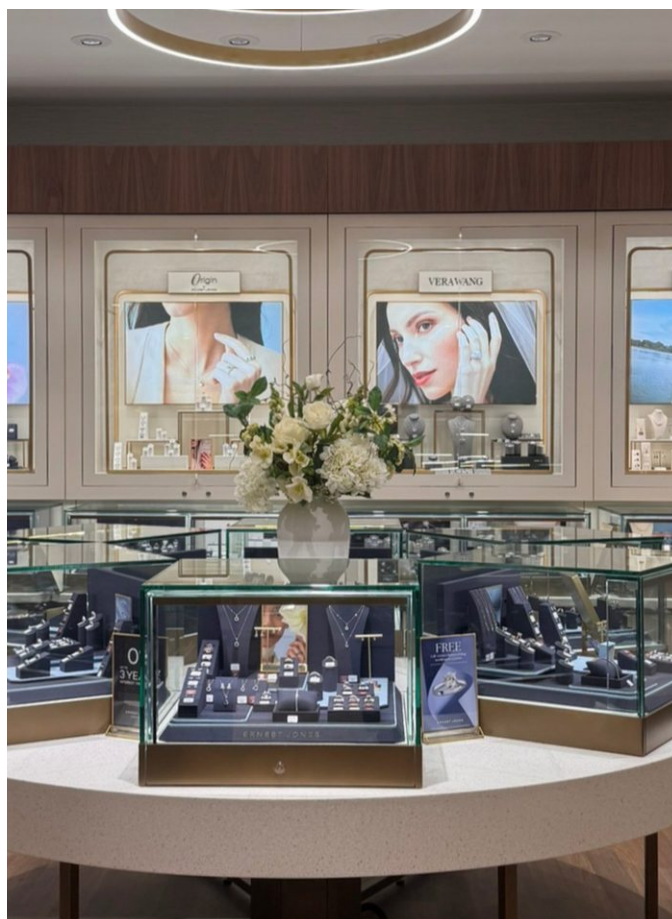
The Vanessa Beecroft sculpture beneath a circular light at the Regent Street entrance. Image courtesy of SKIMS.

SIZE	DESIGN	ART	STATUS
12,000 sq ft	Rafael de Cárdenas Ltd	Vanessa Beecroft	First UK flagship

► NEW STORES

Ernest Jones

LAKESIDE SHOPPING CENTRE, THURROCK



A new setting for the jeweller

Ernest Jones has unveiled a new store concept at Lakeside, designed by Briggs Hillier to feel more contemporary, more personal and easier to shop.

The new Lakeside store debuts a concept that rethinks how customers move through an Ernest Jones shop. Briggs Hillier organised the layout around customer missions, giving clearer navigation between categories and making it simpler to find the right product.

Service sits at the heart of the plan. Dedicated consultation modules provide space for one-to-one appointments, while a circular feature unit invites customers to browse

the Diamonds Collection. A lowered ceiling and contrasting floor finish set that area apart, creating a more intimate, focused zone within the wider store.

The material palette is warm and tactile: oak timber flooring, herringbone timber, seagrass wallcovering and textured solid surfaces, finished with brass and antique bronze accents. Angled screens guide customers towards the Diamonds Collection while giving privacy to consultations and screening the payment areas.



“Working closely with the Ernest Jones team, we applied our experience in retail strategy, customer experience and premium store design to develop a new concept that respects the heritage and recognition of the brand, while creating a more contemporary, engaging and elevated environment for today’s customer.”

BRIGGS HILLIER

THE MATERIAL PALETTE

Oak timber flooring

Herringbone timber

Seagrass wallcovering

Textured solid surfaces

Brass and antique bronze

Design: Briggs Hillier. Source and images: 365 Retail.

► NEW STORES

GERARD DAREL

221 REGENT STREET, LONDON

A Parisian's London apartment

The French fashion house has opened a corner flagship on Regent Street, a significant step in its UK expansion.



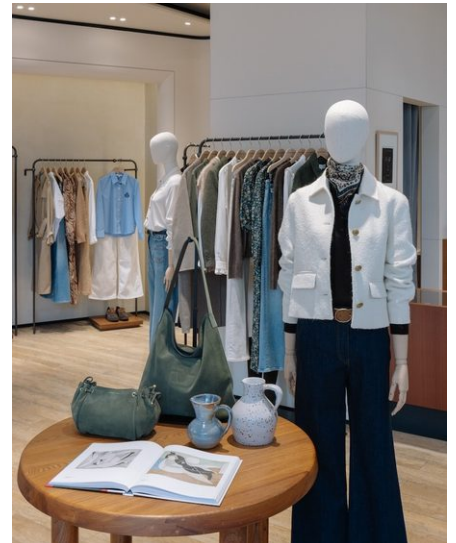
The corner façade at 221 Regent Street and the two-floor interior. Images: Retail Focus.

Conceived as a Parisian's London apartment, GERARD DAREL's new flagship blends French sensibility with cosmopolitan influence. Spread over 180 square metres on two floors, the store welcomes customers into a curated setting of art, vintage furnishings and artisanal objects.

Soft architectural lines are paired with terrazzo, travertine, wrought iron and warm oak and elm wood, a palette chosen to express the brand's commitment to authenticity and craftsmanship.

The full ready-to-wear and accessories collection is on show, including the 24H Bag, Anna Jeans and the signature trench.

The opening complements the brand's Marylebone High Street and King's Road boutiques and follows recent flagships on Madison Avenue, in Dubai and in China. The house now operates 250 owned boutiques and shop-in-shops alongside 230 wholesale and franchise partners.



"Regent Street, with its unique blend of heritage and cosmopolitan energy, is the ideal setting to express GERARD DAREL's effortless Parisian spirit. Our new corner flagship serves as a powerful window to the world and marks a significant step in our UK development."

DAVID MARUANI, CHAIRMAN, GERARD DAREL



► NEW STORES

Kiehl's

43 CARNABY STREET, LONDON

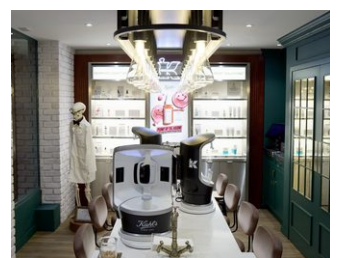
175 years on, a new home in Soho

Kiehl's has opened a three-storey European flagship on Carnaby Street as the skincare brand celebrates 175 years.

Founded in 1851 as a New York apothecary, Kiehl's is in its 175th year, and on 1 October it opened a new European flagship at 43 Carnaby Street. The 1,300 sq ft store is spread over three floors and gives the brand its second standalone boutique in the West End, alongside its recently upsized store at 55 Monmouth Street in Seven Dials.

The store has been planned around customer flow and an omnichannel experience, combining product presentation with customer service on every floor. It strengthens the brand's relationship with landlord Shaftesbury Capital, which also worked with Kiehl's on the Seven Dials expansion.

The opening adds to Carnaby Street's fast-growing beauty offer, which now includes Sephora's first West End store, opened this year, and PURESEOUL's largest store to date.



The corner store at 43 Carnaby Street, the brew bar and the apothecary-style shelving.

"Carnaby Street is a legendary retail destination, and it is rapidly evolving into a key epicentre for beauty in London. Our continued investment in standout free-standing stores demonstrates our dedication to creating exceptional physical retail environments that drive high footfall and deep brand connection."

NIKI LO, GENERAL MANAGER, KIEHL'S UK

OPENED

1 October 2026

SIZE

1,300 sq ft

FLOORS

Three

LANDLORD

Shaftesbury Capital

► INDUSTRY NEWS

103 KCR: a new home for the industry

At 103 King's Cross Road, HOL Group has created an independent showroom and sustainability hub for the retail industry.

HOL Group is bringing its brands together under one roof at 103 KCR, a dedicated industry space where consultants, designers, agencies and associations can bring clients to meet, discover and be inspired.

The group is partnering with Vertex and Roomly, for whom the space is their first UK showroom, along with Graphica Display and Treelocate. Alongside a private meeting and presentation space, the hub features live product and sustainable material displays, including hangers, mannequins and retail display solutions.

There is no hire fee for qualifying partners, and organisations can also hire the space for their own events and product showcases.

HOL Group began in the 1990s as clothes hanger specialist Hangers of London and has grown into a family of creative brands serving retail and hospitality businesses worldwide, with manufacturing capabilities in the UK, Europe and the Far East.

INSIDE 103 KCR

Private meeting and presentation space

Live product and sustainable material displays

Hangers, mannequins and retail display solutions

Space to hire for events and product showcases



103 KCR, 103 King's Cross Road, London. Image: HOL Group.

GET INVOLVED

No hire fee for qualifying partners, and space to hire for your own events and showcases.

info@hol-group.com

PARTNERS

HOL Group

Vertex

Roomly

Graphica Display

Treelocate



► MEMBER UPDATES

Antalis launches Premium Packaging

A new end-to-end service from Antalis Packaging helps brands improve the impact, sustainability and efficiency of their packaging.

Antalis Packaging has introduced its Premium Packaging Solution, a 360° service for businesses looking to review, redesign and manage branded packaging across their operations. Aimed at businesses of all sizes, from ecommerce retailers to specialist brands, it supports companies from the first packaging review through design, production and stock management.

Each project begins with a consultative audit. The Antalis team reviews existing materials, structures and supply chains to see what works and where alternatives could offer better protection, improved sustainability or stronger brand presentation, assessing substrates, performance, recyclability and cost.

"Good packaging protects the product, but great packaging enhances the customer experience and reinforces the brand," said Verity Mottram, Creative Design Lead at Antalis Premium Packaging. "In many cases, we can rationalise packaging ranges, reduce unnecessary materials and replace less sustainable options while still delivering a premium look and feel."

From there, the team can handle structural and graphic design, prototyping and production, drawing on Antalis' portfolio of creative papers, graphical boards and packaging materials. Antalis can also hold stock on a customer's behalf for call-off when needed. The range covers rigid and flat-pack boxes, corrugated and

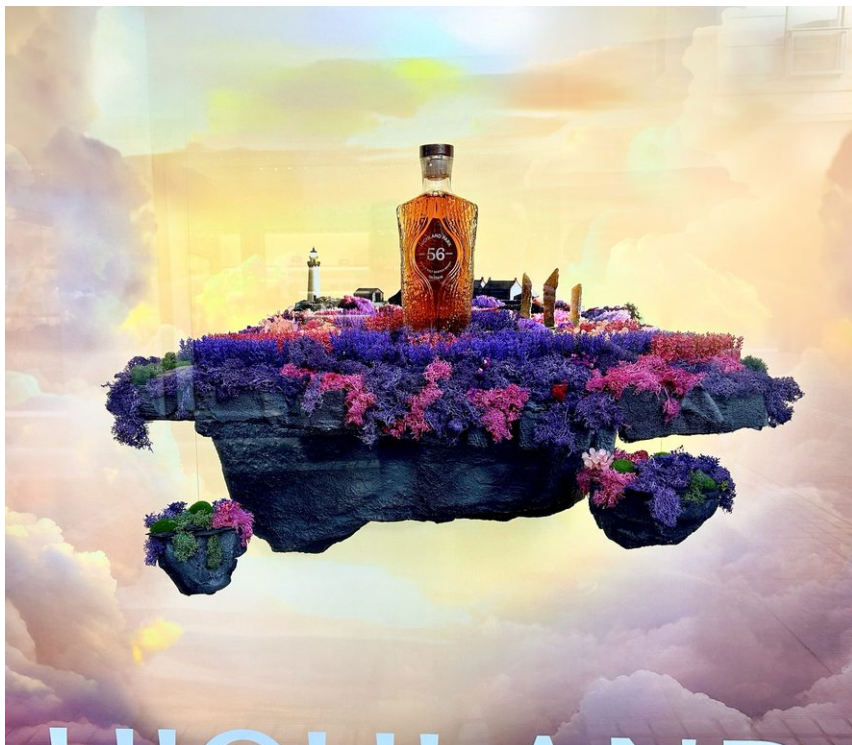
carton board, branded bags, reusable fabric packaging, mailers and protective packaging, plus ribbons, tissue and stickers.

Early projects show the value of the approach. Emma Brown, Premium Packaging Lead, described work with a leading online and high street retailer: "The new solution for the bags used fabric made from recycled plastic bottles, and for the boxes, we eliminated lamination and magnets. The packaging solutions are fully recyclable at the end of life."

► MEMBER UPDATES · BROWNINGS

Reusable display, rapid install

A Highland Park window for The Whisky Shop shows how Brownings' MAGNWALL technology lets premium displays go up fast, come down easily and travel to the next campaign.



Highland Park 56 window for The Whisky Shop by Citrus Display, featuring Brownings' MAGNWALL technology.

Successful shopfitting today is about more than an eye-catching display. With shorter campaign cycles and costly store disruption, the best schemes are designed to install quickly, adapt easily and be reused across locations.

Created by Citrus Display for The Whisky Shop to showcase Highland Park 56, this window combines a T3 modular framework with tension fabric system (TFS) graphics for an immersive backdrop, with an electrified MAGNWALL panel integrated at the centre of the structure.

MAGNWALL, for which Brownings Ltd is the exclusive UK licensee, is a modular electrified surface that safely distributes 24V power through the panel itself. Compatible accessories attach magnetically and receive power instantly, so illuminated elements and shelving can be repositioned without rewiring or visible cables.

The centrepiece is an illuminated MAGNWALL ICE shelf dressed as a floating rock formation. A circular opening in the scenic dressing lets light project upwards from inside the shelf onto the bottle, with no separate lighting fixtures required.

Installation was planned just as carefully. The panel was adapted with bespoke hook and Z brackets to locate securely in the T3 frame, so the complete electrical assembly could be built and tested off-site. On site it simply dropped into position and connected to power, while the shelf attached magnetically and powered up automatically. The result is a premium display that can be installed quickly, dismantled just as easily and relocated for future campaigns, with less waste.

MEMBER UPDATES

Alser: bespoke counters designed to perform



A well-designed counter is the heart of a successful store: it creates the first impression, supports efficient service and offers valuable merchandising space. Oxfordshire-based Alser UK Ltd designs and manufactures bespoke shop counters that combine practical function with contemporary style.

A recent installation shows how much a counter can do. A durable laminate worktop, oak-effect panels, integrated shelving and dedicated point-of-sale stations create an organised workspace for staff, while customer-facing shelves put impulse lines where they sell.

Every Alser counter is made to the retailer's requirements, and the company has delivered for builders' merchants, garden centres, beauty and hairdressing businesses, veterinary practices and phone shops. Alser manages everything from concept and manufacture to installation across the UK, with counters priced from £400.

WEB alser.co.uk EMAIL sales@alser.co.uk

Tegometall: the original shelving innovator



As well as being the original shelving manufacturer, Tegometall supports retailers and partners with shelving innovation and complete project solutions. Its expertise helps customers make the most of available space in line with their merchandising strategy, and supports refits, new stores, refurbishments and ongoing maintenance.

The range goes well beyond ambient grocery to include fashion, bakery and produce, all backed by a UK-based, end-to-end service.

UK END-TO-END SERVICE

Design and consultation
Technical support
Project management
In-house CAD team
UK stock and rollout management
In-house welding and powder coating
Installation
Spare parts and refurbishment



£4m stock held in the UK **5,000** pallet warehouse capacity

WEB tegometall.co.uk EMAIL sales-uk@tegometall.com

► MEMBER NEWS

News from the membership

The latest from SDEA members' own websites.

ANTALIS

11 September 2026

Antalis Packaging opens Smart Packaging Centre

Antalis Packaging has opened a new Smart Packaging Centre at its head office in Leicestershire, bringing sourcing, design, testing, prototyping and machinery expertise together under one roof. Facilities include virtual reality, 3D printing and scanning, a testing suite, a machinery showroom and spaces for idea generation. "Whether the challenge is cost, sustainability, efficiency, product protection or customer experience, we want customers to come into the centre, share their challenge with us and see what is possible," said John Garner, Packaging Category Director.

ANTALIS

18 September & 2 October 2026

Two acquisitions for Antalis

Antalis Ltd has acquired the assets and trade of long-established UK paper merchant Ovenden Papers from its administrators, securing continuity for customers, suppliers and employees; the business continues to trade under the Ovenden name. In October, the wider Antalis group also signed a binding agreement to acquire OptiGroup's Papyrus paper distribution activities in ten countries across Central and Eastern Europe, Switzerland and Germany, subject to approvals.

PARDGROUP

23 September 2026

Pardgroup and Axie Studio open a new chapter in France

Pardgroup France and its sister design studio, Axie Studio France, celebrated the expansion of their French operations with an evening at the Ritz Paris, marking a move to new headquarters at 10 Place Vendôme. Axie Studio France is developing its Local Architects service, offering architectural design and project management from concept to completion, while Pardgroup France is building its shopfitting and general contracting capability.

FAGERHULT

8 September 2026

Printing plates find a second life in light

Fagerhult is giving used printing plates a second life as structural components inside its new Wrapped luminaires, where they provide insulation, earthing and stability. The company describes it as industrial symbiosis, with waste from one industry becoming raw material for another. "We need to be open throughout the entire chain and to dare to look beyond our own industry," said Niclas Thulin.

J.D. GECK

30 September – 1 October 2026

Geck shows the Store of the Future in Frankfurt

German shopfitting specialist Geck joined adesso and ServiceNow to present a Store of the Future at Retail NXT in Frankfurt, demonstrating how its UltimateShopper concept combines intelligent shopping experiences with AI and digital process automation.

► DIARY

Dates for your diary

Key shows and events for the retail design and display industry over the year ahead.

15 Oct 2026**Creative Retail Awards 2026**

The Clapham Grand, London

December 2026**SDEA Christmas Lunch**

London, venue TBC

21–22 Apr 2027**Retail Technology Show**

ExCeL, London

27–28 Apr 2027**VM & Display Show**

Business Design Centre, London

25–27 Oct 2027**EuroShop Middle East**

Dubai World Trade Centre

HAVE NEWS FOR SHOPTALK?

Members are welcome to submit projects, launches and company news for the next issue.

Email enquiries@sdea.co.uk or call 01883 348911. Event dates via the 365 Retail events calendar; please confirm with organisers.

MEMBERSHIP

Why join the SDEA?



Since 1947 the Shop & Display Equipment Association has brought together the suppliers and service providers behind the UK's shops and displays. Here is what membership means, in members' own words.

Leads

Sales enquiries from retailers and brands, through the Directory and infoline service

Networking

Regular events, from the Summer Social to Creative Retail Connections at major shows

Recognition

The Creative Retail Awards, celebrating the best in retail design and display

Promotion

Listing in the SDEA Directory and the SDEA App, plus coverage in Shoptalk

Savings

Discounts on trade shows and member offers from partners

Skills

LearnVM, the SDEA's accredited online course in visual merchandising

"Being part of the SDEA continues to provide valuable connections, business support and the opportunity to celebrate the very best talent from across the industry through the Creative Retail Awards each year."

CLAIRE WHITE · ANTALIS

"Our last three years' fees have been covered by just one of the leads we received from the SDEA this year."

MARK CHATTERTON · MORPLAN

"I have been an active member of the SDEA for seven years and found it highly valuable in the furtherment and growth of key industry connections and links to new customers."

ROB HILL · GRAPHICA DISPLAY

"As a member of the SDEA, we have had numerous opportunities thanks to their Directory and infoline service, including leads, enriching networking events, discounts on trade shows and access to the SDEA App."

PAUL SMART · ARKEN POP

"We love the SDEA – very supportive and a great way to network with like-minded peers. Always good fun too!"

ROSS INANC · HOL GROUP

Join the SDEA

01883 348911 · enquiries@sdea.co.uk · shopdisplay.org



LearnVM
VISUAL MERCHANDISING

Build the career you want

Professional VM & Retail Experience Design training for ambitious careers

The course covers core VM skills including presentation, product grouping, composition, lighting, props and production management, alongside current topics such as AI, digital, technology and sustainability.

Designed for flexible study, it supports both new learners and experienced professionals looking to build their skills. Students receive expert tutor guidance and feedback throughout, with modules completed at their own pace.

35+
Years'
Experience
Per Tutor

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**12 self-paced
online modules**



**Build your
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**Expert tutor guidance
and feedback**



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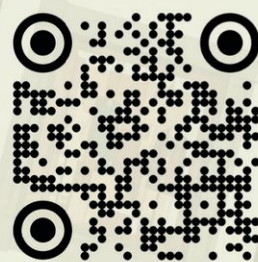


**Learn from
industry professionals**



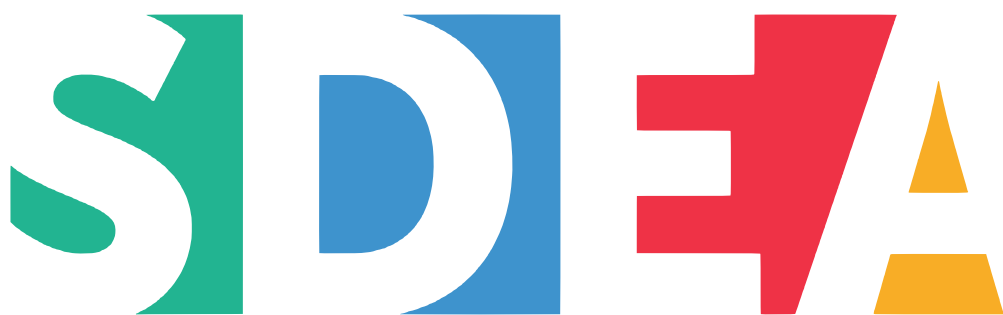
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Tel: 01883 348911 Email: enquiries@sdea.co.uk



BRINGING OUT THE BEST IN RETAIL

Shop and Display Equipment Association

24 Croydon Road, Caterham, Surrey CR3 6YR

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www.shopdisplay.org

INSTAGRAM @SHOPANDDISPLAY · X @SHOPANDDISPLAY · LINKEDIN



CREATIVE RETAIL AWARDS 2026

Thursday 15 October · The Clapham Grand

creativeretailawards.com