



October 2017

**Consumer Behavior Specialists
Branding - Marketing - Commercial Interior Design -
Merchandising & Display**

[Visit Our Website](#)



Retail on the Move

Following in the tracks of today's trendy food trucks, a variety of other retailers are beginning to hit the

road with their products. Retailers such as clothing boutiques, jewelry stores and even grocers are decking out trucks and becoming mobile, selling their merchandise from a number of different locations. Selling product out of a truck has some disadvantages, such as limited storage space and the risk of mechanical issues, but it also offers a lot of flexibility and benefits for retailers. First, mobile retailers can go to their audience instead of waiting for their audience to come to them. They can attend events and other large community gatherings and put their brand on the map where their desired audience is already assembled. If a mobile retailer isn't having any luck with sales in a particular location, they can simply pack up and move to a more profitable spot. This easy flexibility allows mobile retailers to quickly learn where and what type of customers are attracted to their brand, and then make adjustments based on this information. These retailers also have the benefit of

being able to "test run" a business idea and work on building a customer base before investing in a more expensive brick and mortar store.

[Click here](#) to read about Wisconsin's first mobile fashion boutique truck, a bricks and mortar jeweler out of Miami selling a few product lines out of vintage cars near high traffic areas, and a self-driving, artificially-intelligent supermarket.

Image source: <https://grasshopper-goods.myshopify.com>

Main Street Update

All Smiles in Niles

Earlier this month, our President, Lyn Falk, visited Niles, Michigan to conduct a Main Street Tech Visit. This included a presentation in the morning, followed by one-on-one consultations with businesses in the community. During Main Street consults, Falk audits a business' digital presence, storefront and interior environment, pointing out strengths, weaknesses and opportunities. Every business owner comes away with insight from a 30-year veteran and a practical "to-do" list. Rest assured, they never look at their business the same way again! Want Lyn to visit your community? [Click here.](#)



Image taken at the Paris Soda Shop in Niles, MI.

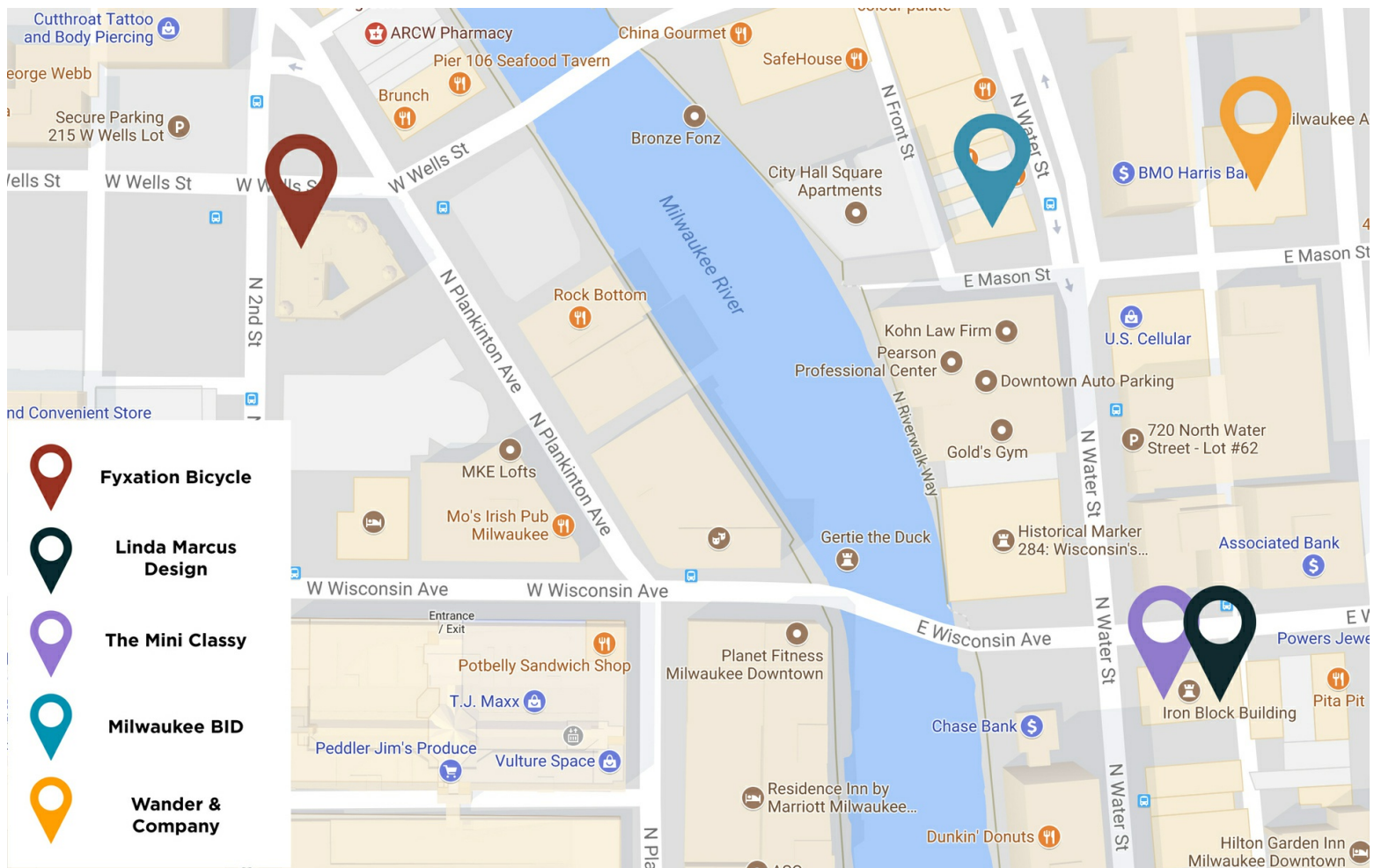
All Eyes on Art Prize

Last month, our newsletter featured ArtPrize, the 19-day indoor and outdoor art competition in Grand Rapids, Michigan. Our Display Artist, Sue, traveled to MI and explored as much of the artwork as she could in one day. Check out these photos of a few of her favorite finds. They are truly amazing! If you like art, you'll want to book your trip for next year's ArtPrize.



Making a List, Checking it Twice

Our display studio has been busy with preparations for the installation of five window displays in vacant storefronts throughout downtown Milwaukee early next month. As part of Wish List MKE, we're working with the Milwaukee BID #21 to create window displays that will showcase the work of five local online retailers, promote the vacant spaces for lease and increase foot traffic to surrounding brick-and-mortar businesses. The displays will be unveiled throughout Milwaukee on November 16 (see where to spot them in the map below). In the meantime, [visit our website](#) to learn more about the retailers and window locations.



PRESENTED BY **NAIOP**
COMMERCIAL REAL ESTATE
DEVELOPMENT ASSOCIATION
WISCONSIN CHAPTER



**2017
Empty**

— EMPTY STOREFRONTS — CONFERENCE

NOVEMBER 6TH, 2017 | 8:30AM - 6:00PM | MILWAUKEE, WI

Storefronts Conference

[NAIOP](#) and [NEWaukee](#) are bringing the Empty Storefronts Conference back to Milwaukee. This year, the day-long event will take place on November 6 from 8:30 a.m. to 6:00 p.m. and will feature both local and national speakers who have revitalized vacant storefronts in their communities. Speaker topics will focus on "holistic solutions, national trends, best practices and success stories" for addressing and filling vacant storefronts. We're excited to announce that Lyn Falk, our president and founder, will be partnering with Matt Dorner of Milwaukee Downtown to speak about the Wish List MKE project at the conference. The conference will take place in several vacant store spaces in Milwaukee — we hope to see you there!

[Click here](#) to learn more.

Image source: www.newaukee.com

Inspiring International Design



Fantasy Feast

We love the fresh design of The Glade, a whimsically dreamy restaurant in London that just reopened after a renovation. Everything from the walls to the furniture is painted with otherworldly murals, and elements such as mirrored table tops and a tinted ceiling contribute to the overwhelming sense that visitors have just stepped into a woodland fairy tale. Even the carpeting adds to the space's woody appeal — sculptor Alexandra Kehayoglou designed the flooring to mimic moss on a forest floor. This restaurant is an excellent example of how dazzling design has the power to transport visitors to another time and place.

Read more [here](#).

Image source: www.interiordesign.net

Client Highlight

Clean and Green

We're proud to be working with new client [Natural Cleaners](#), an environmentally friendly dry cleaner with seven locations throughout Metro Milwaukee. We'll be redesigning and rebranding their stores with new finishes, transaction counters and messaging to create a cohesive look that reflects and communicates the green values of their brand.

natural 
cleaners



New Product We Love

Art Appreciation

A new app, [Smartify](#), allows museum-

goers to scan a piece of art and immediately learn more about the artwork and its artist on their smartphones. Users can save their favorite pieces of artwork to a gallery on the app for viewing at a later time. As the visitor's experience becomes more individualized and independent, this free app offers a great opportunity for people to explore museums at their own pace.

Image source: www.smartify.org

Social Scribe


Our Social Media Strategist and Marketing/Creative Assistant, Allie Jeka, has begun writing a bi-monthly social media column for the National Shoe Retailers

Association's magazine, *Shoe Retailing Today*. Articles will feature topics such as selecting the right social media platform for your message and social media photo styling and will be written so that first and second generation store owners can learn digital basics but also so that third and fourth generation workers can reflect and brush up upon their existing skills. Check out Allie's most recently published article — "Evaluating and Optimizing Your Business' Social Media Presence" — [here](#).



The coolest thing some of our team members did this month? We got spooked (and a few pounds heavier) at Local First Milwaukee's annual Food Fright event. Happy Halloween!



 Share on Facebook

 Share on Twitter

