



It's hard to believe that our annual Visual Victories Awards celebration is now 20 years young. Over the years, the ingenuity of visual merchandisers through their creative use of color, props, and unusual materials has boggled the mind and, much to retailers' delight, increased sales.

Over the past 20 years, we have watched the field of specialty retail itself evolve from the large-wheeled carts of yesteryear to their sleek brethren, the RMUs and kiosks of today.

High-impact visual merchandising is not just limited to American shores as these winners show. We received entries from all over the world including Russia and Canada who are featured among some of the prized entries in these pages. These winners, chosen from a great number of worthy entries are inspirational in their achievements and underscore the value of great merchandising.

And while it is always an achievement to craft something eye-catching from scratch, it is also especially impressive how visual merchandisers edit existing displays and tweak seemingly minor factors to amp the wow. They make it seem so effortless that you might even think "hey, why didn't I think of that!" As these winners rightly show, a head-turning display is worth its weight in gold.



The Visual Victories Awards applaud winning efforts in these seven categories:

- **Best RMU Merchandising Display**
- **Best Overall Kiosk Design**
- **Most Creative Promotional Cart or Kiosk**
- **Most Creative Pop-Up Store Design**
- **Most Creative Temporary Store Design**
- **Most Inspirational Pop-Up/Temporary Store Window Display**
- **Most Improved Retail Display (RMU or Kiosk)**

A special thank you to all our judges for their valuable time and insights.



Heather Campbell
*Creative Director
Heather Allen
Concepts, LLC*



Tom Darling
*AVP, Leasing
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Donald Bieler
*Director of Marketing
Urban Retail
Properties, LLC*



Sharon Loeff
*President
Shop Works
Consulting*



Tracey Hatley
*SVP, Director of
Specialty
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Amy McGee
*Specialty Leasing
Manager
CBL Properties*



Tom Davidson
*Director, Visual
Merchandising, EAST
Westfield*



Tonya Newman
*Specialty Leasing
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Tanger Outlets*



Sofia Lavergne
*Director Specialty
Leasing
Morguard*



Most Inspirational Pop-up/ Temporary Store Window Display



There are many ways to convey family fun but probably very few do so with the light-hearted whimsy that's set out in this eye-catching window display. The white back frame for the large splashes of color serves to heighten drama and catch the eyes of passersby. The whimsicality of the pillows is brought out perfectly by the child's "house" with brightly colored panels that match the goods being sold. The fixtures placed at a low height also add to the childish but fun drama presented in this display. The windows leave enough room for a peekaboo with the colorful products inside the store, tempting visitors to just come on in.

Yogibo

Retailer: Yuav Dagony

Location: Tsawwassen, British Columbia, Canada

Center/Owner: Tsawwassen Mills/Ivanhoe Cambridge

Entry submitted by: Janna Vorhora

Visual Merchandiser: Lisa Roy, Spacelift Design