

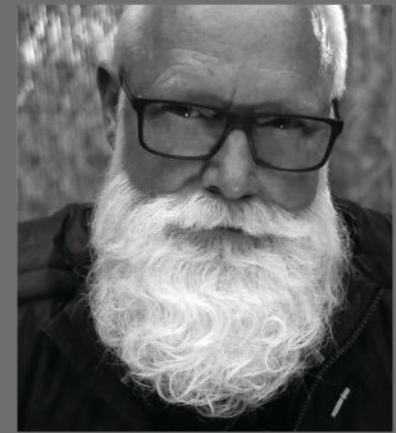
# vmsd

VISUAL MERCHANDISING + STORE DESIGN

# SIGHTSEER

Found objects and decor in Billy Reid's latest Minneapolis outpost engender discovery





## BEVAN BLOEMENDAAL

Bevan Bloemendaal has no doubt that when personal and professional values collide, you begin to build a strong foundation and energy that will push the boundaries of evolution.

For the past 21 years, he worked across the globe for an iconic heritage brand with an unwavering commitment to working with purpose, integrity, humanity and humility – all while making a difference.

Before joining NELSON Worldwide as National Practice Leader, Retail, Bevan served as the Vice President, Global Retail Experience and Creative Services at the Timberland Co. as a creative leader with a collaborative, cross-disciplinary approach to turning strategy and ideation into disruptive marketing solutions.

As a believer in whole-brained thinking, Bevan leads NELSON's Retail Practice team to ensure all projects are delivered with brand distinction, creating compelling and memorable consumer experiences grounded in strategy and insights.

**You've spoken extensively about the importance of building a strong collaborative team. Why is this critical to success?**

I'm thankful that I'm a left- and right-brained thinker...so I get the value and importance of numbers, profitability, strategy and how that then becomes the foundation for any and all creative output that will actually cut through the clutter. It became really clear early on in my career that it's never about a single person, but rather "the collective" and ensuring that those team members share the same purpose, vision and goals, lifting each other up, having each other's back. Celebrating those differences and harnessing that power is really important to me. ▀

# TRANSFORMING EXPERIENCES

NELSON Worldwide's National Practice Leader – Retail Bevan Bloemendaal shares his strategy for creating unforgettable human experiences in an increasingly consumer-centric, transformational world.

**The past two years have represented a paradigm shift in the fundamental way in which we live our lives. What have we learned from that experience?**

It's a NEW WORLD out there, for sure. Time literally stood still for retail environments, only to reopen with outdated product and environments that felt un-safe, irrelevant and un-engaging. That has only been exacerbated by an already rampant challenge for brands with retail environments within their fleet that are varied due to aged-out concepts and capital expense budget reductions.

Defining how we show up in this new world is one of the most fascinating opportunities we have today. At NELSON, we believe in being relentlessly relevant, acting as cultivators of change and provocateurs of expression in transforming all dimensions of the human experience.

This new phygital world blurs the lines between the physical and digital ecosystems

where we can obsess with speaking to the consumer's heart and head, fueling curiosity, making them feel alive, heard and special through distinct moments and experiences.

**That said, what is the primary challenge around re-engaging consumers in this new world?**

Having a strong brand culture and North Star is where it begins, ensuring employees and consumers FEEL and connect with you as a brand at an emotional level. Each employee or consumer needs to feel that when experiencing a phygital environment – store, website, office, Zoom call, podcast – through narrative, storytelling, tone of voice, visuals that they are part of something bigger than themselves. Creating the visualization of that purpose and having clarity around the expectations on how it can and will be applied cannot be underestimated.