

display & design ideas

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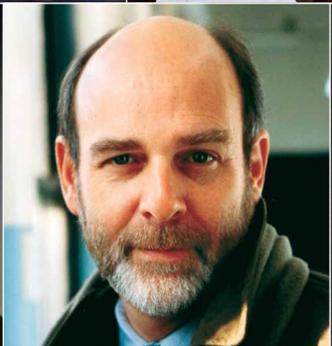


Store design, presentation and branding to maximize retail sales

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# PORTFOLIO

The best of retail design and retail stores **2006**



Retail Design Luminaries and Influencers

Best-designed new retail stores

Retailer of the year • Best new products

# retail design

# Luminaries

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In every industry, there are individuals who shine like beacons, lighting the way and inspiring others. They are the brilliant points of light that illuminate the path to the future. They have achieved levels of accomplishment unsurpassed by peers and competitors. They are exceptional leaders, whose guidance shapes the industry from its core to its outer periphery. *DDI* salutes five outstanding talents in retail design, the 2006 Luminaries: **Giorgio Borruso**, a visionary, outside-the-box designer, who bends shapes into fluid ribbons of creativity. **Michael Cape**, a marketing maestro, who is waking up a popular 100-year-old retailer with virtual extravaganzas and merchandising savvy. **Peter Marino**, a wizard of architectural design, whose talent is reinventing luxury brands. **Paco Underhill**, who may know more about consumers than anyone else in the world. **Judy Bell**, who is the trend and style navigator for the store with that bull's-eye red and white logo that we all know and love.

Celebrate their accomplishments. Be inspired. Bask in the light of these Luminaries.

—RoxAnna Sway, *Editor in Chief*





Photo: Mike Habermann Photography Inc., Minneapolis

## Judy Bell

### Style navigator

#### Company/Position

Target Corp.  
MAGIC (Marketing & Guest Insight Center)  
Group Manager

#### Most noted for

Her avid participation in the retail design community through public speaking appearances and work with NADI and PAVE.

#### Significant recent influence

She initiated Target's sponsorship of both the PAVE Student Design Competition this November and the Women in Design Awards in December.

**D**omestic diva. Musical extraordinaire. Science bookworm. Soap opera junkie. Retail goddess. Roll all these things and more into an energetic bundle and you get the always-entertaining, ever-inspiring Judy Bell, MAGIC (marketing & guest insight center) group manager for Minneapolis-based Target Corp.

Before her 17-year tenure at Target, Bell began her retail career as a combination bridal consultant and buyer, but found herself always envying the resident visual merchandiser on staff. She went on to hold various visual merchandising and design positions at four department stores and seven specialty stores before joining Target in 1989.

Bell published her first book, "Silent Selling: The Complete Guide to Fashion Merchandise Presentation," a textbook for students, in 1988, followed by a second edition in 2002. This year, Bell released the third edition of the text, "Silent Selling: Best Practices and Effective

Strategies in Visual Merchandising" (Fairchild Publications, 2006), which has already been picked up in 178 universities and colleges. Updating the book's tagline from "Look, Compare, Improve" to "Look, Compare, Innovate," Bell says she wanted to instill more of a motivation for change than the concept of "improving" could give. "I wanted to get the students to think further outside the box than ever before," she says. Bell currently has three other books in the making, including an abbreviated version of "Silent Selling" for retailers.

As a child, little Judy Bell could often be found creating her own "reality" television shows in the backyard of her family's farmhouse in Minnesota, where she was the writer, director, actor *and* audience. "At age 11, I began reading fashion magazines and catalogs and could never wait to find out about the next big trend," Bell says.

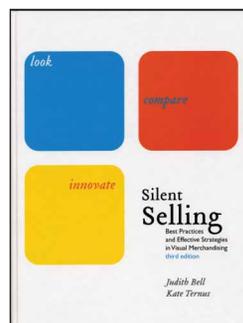
Photo: Hilary N. Bullock Photography Inc., Minneapolis



Top left: Bell (right) with her friend Debra Hovel as they appeared in *Mpls. St. Paul* magazine for an article on how to throw a pie party.

Bottom left: As host of the 2004 NASFM Retail Design Awards in Las Vegas, Bell made quite a few "fans" walking down the runway.

Top right: Bell poses in front of a picture of Target's bull's-eye-bearing canine mascot.



Above: Bell recently released the third edition to her renowned visual merchandising text "Silent Selling."

### Judy Bell: off duty

#### Morning

On a typical Saturday, an early morning boat ride on Lake Minnetonka with Paul, my white knight. Stop for breakfast at Maynard's in Excelsior or North Coast in Wayzata and then boat home. Then a 3-mile hike with my friend Debra Hovel through the marshland and old railroad trails near my home in Minnetonka.

#### Mid-day

Lunch at home with my own homemade chicken-vegetable soup. In the afternoon, shopping, a movie, a museum or a catch-up phone call to another dear friend, Nancy Trent, in NYC.

#### Evening

Dinner at Blue Point in Wayzata with Paul and friends.

With an insatiable curiosity and zest for life, Bell now finds inspiration for creative ideas anywhere and everywhere she looks. She scours the pages of science magazines like *Discover* and *Scientific American* for "all the cool futuristic stuff," but on the other end of the spectrum, she never misses an issue of *Soap Opera Digest*. "If you want to see the work of writers who think outside the box, watch 'All My Children,'" Bell says. "I do. Every day."

When not catching up on her soaps or planting seeds of inspiration for one of America's favorite retailers, Bell enjoys a good fiddling session. About four years ago, her motivational spirit moved her to begin taking violin lessons at a local music school every Monday on her lunch break. "I have a wild curiosity that moves me in all directions, and I have always loved music," Bell says. "It's a great way to 'reset' my brain mid-day. After my violin lesson, I always feel like I am beginning the day

again with a fresh point of view. And it's fun!"

That same determined curiosity landed Bell in a feature story in *Mpls. St. Paul* magazine six years ago, when she was transformed from a woman who had hardly touched an oven in her life, to an apron-bearing hostess of neighborhood pie parties. "No matter what I did in my working life, it didn't seem to mean anything to my family—because I couldn't cook," Bell says with a laugh. "So I thought, 'I'll show you.' If I can learn to bake a pie—because everyone says that's really hard—I would prove that I could be a cook." She and a friend then bought some butter, lard and fruits and set out to make the best pies this side of Minneapolis.

Her contagious enthusiasm has made Bell a wanted commodity in the world of public speaking, and she has helped bring Target full-swing into the retail design community. As host for the 2004 NASFM Retail Design Awards in Las Vegas, Bell donned shopping bags, feather

fans and a gaggle of men down the runway at Fashion Show Mall. She sits on the board for NADI, PAVE, NASFM and *DDI*, and has initiated Target's sponsorship of both the PAVE Student Design Competition this November and VNU Business Media's new Women in Design Awards in December. She also will be co-hosting NADI's Shoptalk event in Minneapolis this October.

"Inspiration, energy and entertainment—that has always been my goal," says Bell. "I like to get my ideas out there, but I like to also make people laugh—and I have so much fun doing that. I most love it when I see somebody in the hall that I don't know and they look at me and start smiling, and I know they're thinking of some crazy thing I said. That's the greatest joy that I've gotten from this entire career." **ddi**

—Alison Embrey Medina, Managing Editor

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