CREATIVE PORTFOLIO

THE SHAPE OF YE

VISUAL MERCHANDISING AND RETAIL DESIGN

BELFAST

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ABOUT ME



I've spent almost 30 years making shops look better, work harder and give people a reason to come through the door.

My career has taken me from Topshop and Topman, through regional and international Visual Merchandising roles across the UK, Ireland, Europe, the Middle East and Russia, to almost a decade leading Visual Merchandising and Store Design at IKEA Belfast, and most recently heading up VM and Store Design across the growing UK estate of Bird & Blend Tea Co.

Along the way I've designed everything from windows and product displays to complete store transformations, developed layouts and customer journeys, supported new store openings, created national VM guidelines and toolkits, coached and trained teams internationally, managed major projects and budgets, worked with external designers, contractors and suppliers, and stood in front of live audiences talking about retail and interiors.

But I've never been interested in making something look pretty just for the sake of it. Good retail design has a job to do. It should make the customer feel something, make the space easier to shop and, ultimately, help the business perform better.

I've also always had a bit of an entrepreneurial streak. In 2020 I founded Barkley & Waggins, an award-nominated sustainable dog lifestyle brand. It gave me the chance to build a brand from scratch, develop its identity and create my own pop-up retail experiences. The work around the business and its community and sustainability focus even led to me being selected to meet Prince William and Catherine, Princess of Wales — still one of the more surreal entries on the CV.

C'MERE...THERE'S MORE

I've represented IKEA publicly at events including the Love Your Home Show, delivering live seminars across three days, worked on community design projects, developed and trained retail teams, and spent a career learning that the best ideas normally start with listening properly to the people who actually use the space....the customer!

And that's really where The Shape of Ye comes from.

It takes everything I've learned working for big retailers and international brands and makes it available to businesses that might never normally think of bringing in a retail designer.

No jargon. No design waffle. No making you feel like you need a £100k refit.

Sometimes a shop needs completely rethinking.

Sometimes it just needs a fresh pair of eyes and a wee bit of sorting out.

That's what I do.

VISION

To help retailers get their spaces into better shape through practical, creative and commercially minded retail design. The Shape of Ye makes good retail design feel accessible — whether that's a fresh pair of eyes, a better layout, a stronger window or a full store rethink.



"To help shops look better, work better and sell better — without making a song and dance about it."

MISSION

“To get retail spaces into better shape, one shop at a time.”

The Shape of Ye makes good retail design feel accessible — whether that's a fresh pair of eyes, a better layout, a stronger window or a full store rethink.



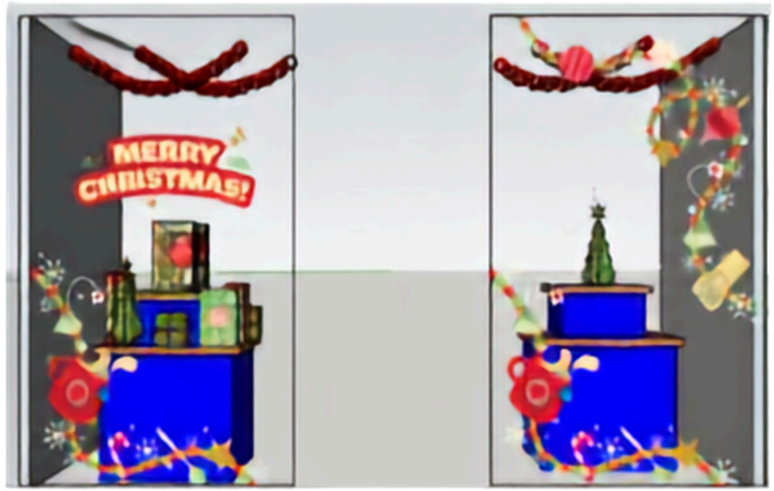


WORK EXPERIENCE

FROM SHOP FLOORS TO INTERNATIONAL MARKETS, MAJOR STORE TRANSFORMATIONS AND GROWING INDEPENDENT BRANDS.



BARKLEY & WAGGINS



CAD DESIGN

Nearly three decades in retail has taken me from high-street fashion and flagship stores to international Visual Merchandising, major store transformations and multi site retail design

I’ve worked across the UK, Ireland, Europe, the Middle East and Russia, leading teams, opening stores, developing customer journeys, creating visual standards and turning commercial challenges into physical retail solutions

Different brands. Different customers. Different budgets. The same principal throughout...make the space work for the people using it

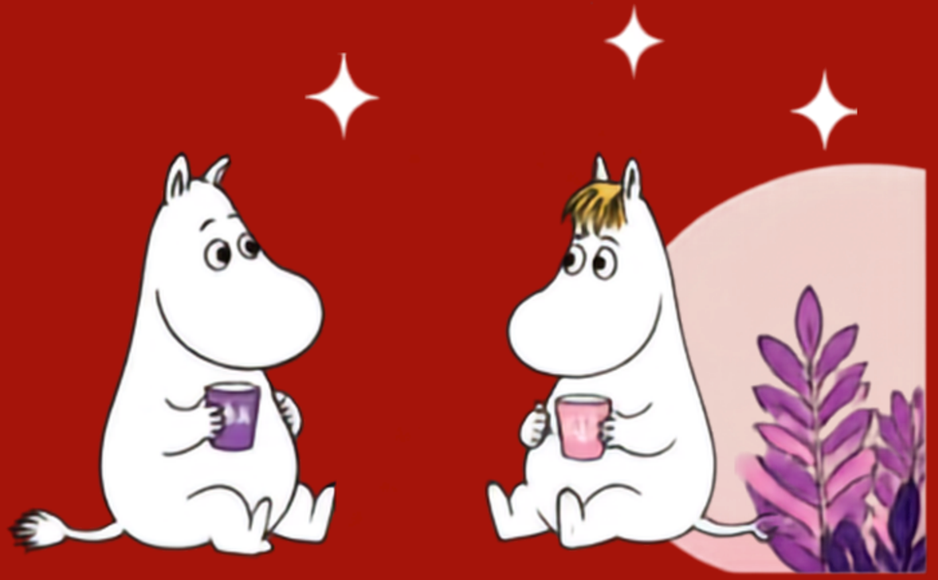
PORTFOLIO HIGHLIGHT

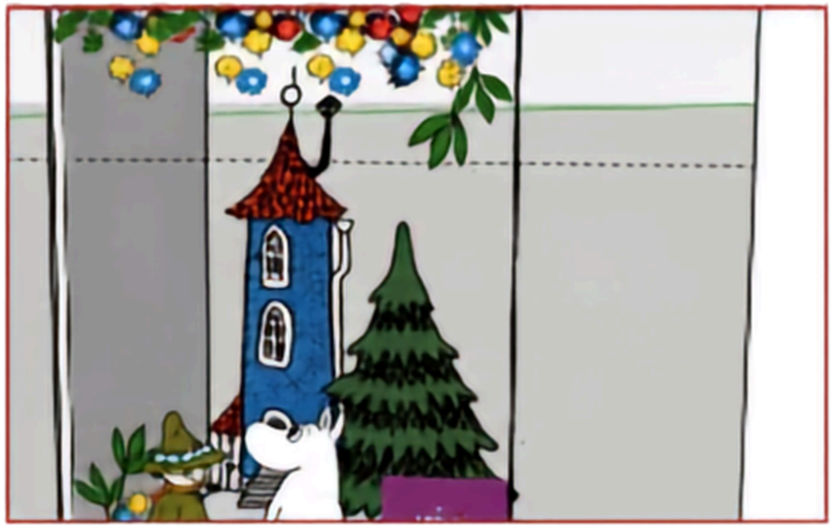
A playful retail collaboration bringing together Bird & Blend and Moomins. I developed the window concept and visual direction, creating a scheme that felt true to both brands while being practical enough to out across 30 stores. The result was a joyful recognisable campaign designed to stop customers, spark curiosity and bring the collaboration to life in-store

BIRD & BLEND TEA CO.

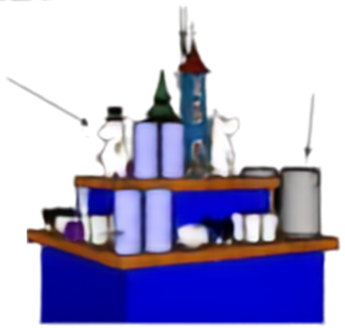
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MOOMIN





WINDOW AND INSTORE MERCHANDISING



PRIMARY DISPLAY SETUP



ALTERNATIVE ANGLE VIEW



WHAT SHAPE ARE YOU IN?

NOT EVERY STORE NEEDS A FULL REDESIGN. SOMETIMES YOU NEED A FRESH PAIR OF EYES, SOMETIMES A BETTER WINDOW OR LAYOUT, AND SOMETIMES THE WHOLE PLACE NEEDS TURNED UPSIDE DOWN. THE SHAPE OF YE LETS YOU BRING ME IN FOR EXACTLY THE LEVEL OF HELP YOU NEED. NO BLOATED AGENCY PACKAGE, NO UNNECESSARY EXTRAS, AND NO DESIGN WAFFLE.

A WEE SORT OUT

Your shop basically works, but something isn't landing. I can walk the space with you, identify what's getting in the way and leave you with clear, practical recommendations your own team can implement.

THE WHOLE SHAPE OF IT

For bigger changes, I can take a project from brief through layout, concept, customer journey and visual direction—bringing in specialist designers, suppliers or contractors where the job needs them.

Windows-Layouts-Store Refreshes-CAD Plans-Retail Events-Full Redesigns-VM Training

THINK YOUR SHOP COULD BE IN BETTER SHAPE?



Whether it needs a wee freshen up, a better layout, a stronger window or the whole place rethought, give me a shout. We'll have a chat, work out what's not quite working and figure out the right level of help- no hard sell, no unnessary faffing about.

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