

## Evolution of Retail Trends Showcased by Shop! Association Award-Winning Displays

### *Highlights from the past and predictions for the future of the shopper experience*

**Chicago, IL – February 10, 2021**– To highlight the outstanding design achievements of the retail community, [Shop! Retail Environments Association](#) revealed [a new gallery](#) showcasing notable and influential winning retail displays of the Outstanding Merchandising Achievement (OMA) Creative and Display of the Year Awards from the past decade (2011-2020). The gallery illustrates how retail trends have evolved through the years and hints at new concepts emerging from the upcoming [2021 Shop! Awards](#).

A distinct curatorial eye selected representative Display of the Year and Creative award-winners to show a variety of retail themes and technologies, including:

- "Phygital" design
- Omnichannel services
- Brand values & transparency
- Wellness & sustainability
- Shifts in shopper behavior

“The Highlights of the Best of the Best Awards gallery showcases how Shop! Awards recognize state-of-the-art achievement and shape future industry standards,” said Shop! Awards Committee Chair Ryan Brevda. “The past 10 years not only show immense creativity, but also demonstrate how producers and suppliers have innovated in response to their clients’ need to stand out among other retail displays.”

The interactive gallery demonstrates the winning projects, judges’ comments, as well as some testimonials from brands, explaining the inspiration behind the display. [The gallery can be viewed here](#) and is a prequel to the imagination and ingenuity yet to emerge from 2021 Shop! OMA award submissions.

Retail producers, suppliers and purchasers of point-of-purchase materials are encouraged to [submit their work to this year’s Shop! OMA Awards](#). The final deadline for submission is **Friday, February 26<sup>th</sup>**; the awards will be presented in late April.

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Based in Chicago, IL Shop! Environments Association ([shopassociation.org](http://shopassociation.org)) is the global trade association dedicated to enhancing retail environments and experiences since 1956. Shop! represents companies and affiliates worldwide from 23 countries. The association brings value to the global retail marketplace through our industry leadership, research programs, industry certification, education and networking events.

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