



The Bay wins first place in VMSD magazine's annual international visual contest

The Bay is extremely proud to announce that several windows at its Queen Street store in downtown Toronto have been awarded three first place wins in *Visual Merchandising and Store Design* (VMSD) magazine's 16th annual International Visual Competition. VMSD magazine is a leading resource for retail designers and store display professionals. This competition draws entries from around the globe showcasing the resourcefulness and creativity of visual display achievements of the latest store designs and presentations.

First place wins for VMSD's International Visual Competition are for the following categories and Bay window displays:

- Cause-related, "Cancer Windows"
- Apparel, "Accessorize"
- Holiday Windows, "Canadian Christmas"

This is also the Bay's second year in a row winning for the Cause-related category; in 2009 it placed first with its Cashmere cancer awareness windows.

Three additional awards of merit were presented to the Bay listing achievements in the following categories and window displays:

- Special Theme, "Ed Hardy Windows"
- Apparel, "Contemporary Windows"
- Temporary Retail Space, "Barbie"

VMSD magazine will be including coverage and acknowledge of these awards in their July 2010 issue, as well as their in *Visual Trends Report*.

Special congratulations goes to Denis Frenette, General Manager ISM & Vice President, Ana Fernandes, Creative Design Manager, and their teams for the stunning displays and continued hard work.

Below are several images of the Bay's first place window displays. Also, [click here](#) to view additional images of the award winning windows.

Cause-related, "Cancer Windows"



Apparel, "Accessorize"



Holiday Windows, "Canadian Christmas"

