



OOAKS26

Winning Booth Designs



OOAKS26 BEST BOOTH DESIGN COMPETITION

HEAVYWEIGHT WINNER

H04 - NOMADIC FIORI



A true show-stopper, this booth delivers an immersive and thoughtfully executed retail experience. The open layout creates generous breathing room, allowing each zone to stand on its own while maintaining a cohesive flow throughout the space. This restraint gives both the product and the brand the integrity they deserve.

From the professionally produced custom fixturing to the consistent and intentional use of the brand's colour palette, every detail has been carefully considered. The playful wagon element adds charm and storytelling, evoking the feeling of a vibrant flower market and inviting customers to engage more deeply with the space.

The layout is clearly zoned, with distinct stations such as the wagon feature, arched shelving, and awning-backed display. This structured approach enhances navigation, making the booth easy to shop while reinforcing a strong sense of organization and purpose.

Overall, this booth strikes an excellent balance between creativity and clarity, delivering both visual impact and a seamless customer experience.

OOAKS26 BEST BOOTH DESIGN COMPETITION

MIDDLEWEIGHT WINNER

K10 - ISLA MER



This booth stands out through its commitment to "permanent" fixture elements, creating a space that feels established, developed, and highly credible. The addition of a partial faux ceiling defines the booth as its own environment, forming a central hub that draws visitors in and sets it apart from neighbouring spaces.

Details such as the decorative pendant lighting and the prominent, eye-catching logo signage further reinforce a strong sense of brand identity. The logo, in particular, is confidently displayed and highly visible, signalling pride and professionalism. The layout is clear and well-resolved, balancing product presentation with the practical inclusion of fitting rooms without compromising flow. Merchandising is equally intentional, with a "checkerboard" approach to outfit building that alternates prints and solids. This technique efficiently communicates complete looks, making it easier for customers to visualize styling options and engage with the product.

Overall, this booth successfully combines structure, branding, and merchandising strategy to deliver a polished and memorable retail experience.

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FEATHERWEIGHT WINNER

I13 - SIENA VIDA



This brand transforms a compact space into a complete lifestyle experience. The assortment is clearly presented, yet thoughtfully “romanced” within an interior-inspired setting, allowing customers to immediately connect with the brand's world and the lifestyle it represents.

The use of greenery is particularly effective, both concealing operational elements such as lighting and creating a finished overhead layer that softens the space. It also subtly reinforces the Spring context of the show, adding freshness and cohesion. There is a natural warmth to this booth that feels inviting rather than overwhelming. This is achieved through a combination of cozy spatial planning, warm lighting, and the understated integration of brand imagery. Each element works in harmony to support the product without overpowering it.

Overall, the booth delivers a calm, welcoming environment that encourages customers to linger, explore, and connect with the brand in an authentic way.

FEATHERWEIGHT HONOURABLE MENTION

D03 - SAM & SARAH



This booth is impossible to ignore. The striking 3D “drip” installation immediately captures attention, creating a bold visual moment that is both conversation-worthy and highly memorable. In fact, it drew attention from multiple visitors before we even encountered it ourselves. The contrast in colour is particularly effective, amplifying the vibrancy of the product and reinforcing the “juicy” quality suggested through the dripping forms. This creative execution not only attracts interest but also clearly connects back to the product story. Overall, this booth succeeds in using a single, strong visual idea to create impact, spark curiosity, and leave a lasting impression.

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**RISING STARS
WINNER**

SECOND NATURE BODY CO.



Working within a compact footprint, this booth demonstrates how a small space can still deliver strong impact. The neutral base acts as a clean canvas, allowing the product to stand out while maintaining a tidy and organized presentation.

What elevates this space is its focus on selling, not just displaying. A side panel clearly communicates key selling points through educational messaging and professional brand imagery, helping customers understand the product before even engaging directly. An additional, eye-catching sign further breaks down the benefits, building credibility and trust at a glance. This approach is especially effective for smaller products in a limited space, where clarity and communication are essential. Overall, the set-up successfully balances simplicity with strategy, creating a space that is both approachable and persuasive.

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MARKETPLACE WINNER H31 - CLOOODLES



This marketplace set-up immediately captures attention through its bold and playful execution. The extension of the brand's illustrations into custom elements creates a cohesive and immersive visual identity, while the concealed lighting ensures the focus remains entirely on the artwork. While the space is vibrant and expressive, what truly sets it apart is its embrace of experiential retail. In today's retail landscape, brands that create meaningful, engaging experiences are the ones that stand out, and this booth demonstrates that this does not require a large footprint. The live illustration offering, clearly communicated at the side of the booth, invites visitors to pause, participate, and connect. This interactive element transforms the space from a display into an experience, making it both memorable and engaging. Overall, this booth is a strong example of how creativity, brand expression, and experiential thinking can come together, even within a smaller space, to create lasting impact.

MARKETPLACE HONOURABLE MENTION

H35 - NATURAL BELLA



This space deserves recognition for its polished and refined presentation. While there is thoughtful use of texture, such as the moss detailing at the base, the products are displayed on clean, natural wood surfaces that allow them to stand out clearly. Despite carrying a large volume of inventory, the merchandising remains well organized and easy to shop, avoiding the sense of overwhelm that can often occur in compact spaces. The use of vertical pillars adds structure and credibility, with the brand name presented as a clear focal point. Tiered displays are used effectively to maximize surface area, allowing for a balanced distribution of product while maintaining visual clarity. Overall, this booth demonstrates how strong organization, material contrast, and thoughtful fixture choices can elevate both the product and the brand presence.

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