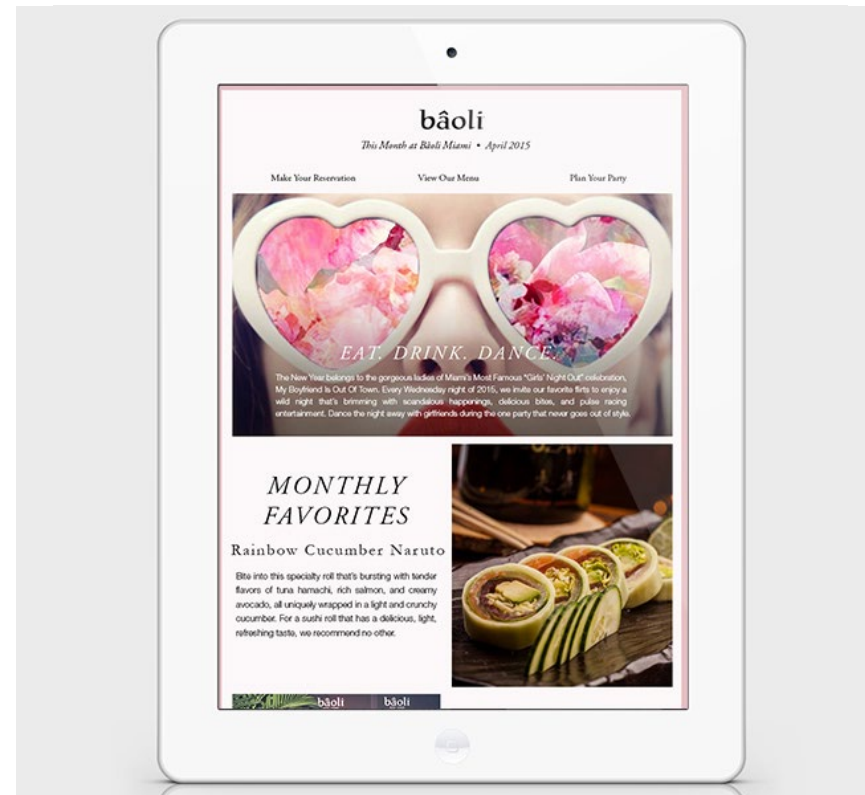




ANNMARIE RAPACH



## BÂOLI MIAMI

Designed: Website, Business cards, Email Newsletter Template, Brand Guidelines, Signage, Custom Floorplans

Creative Direction: Letterhead, Menus, Email Signatures, Flyers, Media Kit, Sponsorship Deck, and Catering Kits  
 Coded Eblasts and Newsletters in HTML  
 Managed Database and provided monthly reports to client of weekly campaign results



**INDUSTRY INSIGHTS — IT ALL ADDS UP**

38% OF WOMEN SHOP FOR COSMETICS TWO TIMES A MONTH OR MORE.

### BEAUTY BY THE NUMBERS

The global cosmetic products market was valued at \$132 billion in 2017 and is expected to reach a market value of \$166 billion by 2022. This month, we take a look at consumer cosmetic use and purchasing habits.

**HOW OFTEN WOMEN USE COSMETIC PRODUCTS**

8%	5%
12%	45%
28%	

■ DAILY  
■ 5-6 DAYS PER WEEK  
■ 2-4 DAYS PER WEEK  
■ 1-2 DAYS PER WEEK  
■ LESS THAN 1 DAY/ WEEK

**HIGHEST AMOUNT WOMEN HAVE SPENT ON A COSMETIC PRODUCT**

LESS THAN \$14	6%
\$15-\$19.99	18%
\$20-\$29.99	17%
\$30-\$39.99	18%
\$40-\$49.99	18%
MORE THAN \$50	23%

**WHERE COSMETICS ARE PURCHASED**

SPECIALTY BEAUTY STORES	21%
DRUG STORES	20%
MAJOR MERCHANDISERS	17%
DEPARTMENT STORES	16%
OTHER	12%

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**INDUSTRY INSIGHTS — GAIN**

### DOLLARS BY REGION 2018 VS 2019

Percentage of change in regional receivables year over year: April

How does retail in your region compare with other regions in the U.S. year over year? According to GAIN, the Central and South regions saw an increase in net annual receivables in April, while the other four regions saw a decrease, with the Northeast and West experiencing the most significant decrease. This chart is created from data provided by the Gift Associates Interchange Network and is based on net-terms receivables reported by gift industry vendors in the network.

**DIONIS** CHEEFLY FREE  
NATURAL GOAT MILK SKINCARE  
WAXATA FREE  
MADE IN THE USA

Find Us At These Showrooms Nationwide

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## GIFTS

Decorative accessories

IT TAKES A VILLAGE: THE DISH ON COMMUNITY-OWNED STORES

CANDLES & ACCENTS FOR TODAY'S HOMEOWNER

FETCHING GIFTS FOR FURRY FRIENDS

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### PAWSITIVELY FETCHING

Consumers are spending more than ever on their beloved pets, and retailers stand to reap the benefits.

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## REA

RETAILER EXCELLENCE AWARDS

### 68<sup>TH</sup> ANNUAL RETAILER EXCELLENCE AWARDS

From the nation's best store event to the top vendors and sales reps, these are the nominees to be honored at this month's REAs.

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### NOMINEES FOR MULTIPLE LOCATIONS

**BURRO**  
Owned by Brian Berkman, this Los Angeles store is a successful five-location boutique with an incredible staff and engaging social presence. Not only is each of the five locations a visual inspiration, but the store's Facebook and Instagram profiles have clear identity and a wonderful job of representing the brand as a whole. Berkman, "like color and 'relaxing Southern California style'" are clearly etched both in store and online. Unfortunately, it's not clear how long the store has been in business, but getting it to represent a multi-location brand is an even greater feat—see that award from a nomination for Multiple Locations.

**MY JEWELRY PLACE AND THE MERCANTILE AT BACK CREEK**  
Located in Chesapeake City, Md., The Mercantile at Back Creek is the second location owned by James Russell and her husband. The owners opened their first location, My Jewelry Place, in 2004, housing it in an old bank built in 1905. When the owners began increasing their product mix and adding glass art, pottery, home decor and other gifts, they felt the need to expand into a second shop. The new location opened in April of this year and is proud of the success that can follow when using new product categories. We commend the Russells for using their growth potential and saving an abandoned store from fate.

**SAN DIEGO ZOO**  
Though the California zoo itself is only one location, inside of the Zoo and under the same roof are over 12 locations of vending with a common goal to extend the experience of its teaching visitors. Each store is designed with a unique identity and set they all pay homage to the zoo's brand. They also aim to eliminate plastic water bottles in the next few years and work with several African women organizations and other vendors to sell gifts that give back.

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TRENDING GIFTS — SEASONAL

Classic Pumpkin Candle. Wax Buffalo. waxbuffalo.com

## Pumpkin, Spice & EVERYTHING NICE

COZY UP TO THESE CRISP, AUTUMN FINDS.

by ALEX HERRING

A favorite season of many, fall is the time to give thanks for one's blessings, gather with family around the dining table and decorate the home in all things pumpkin. Here are a few picks to help customers get into the spirit of the season.

1. Fall collection, Dekorasyon Gifts. dekorasyongifts.com

2. Antique Copper Spreader Set, Towle. lifetimedesigns.com/towle

3. Gather Burlap Hook Pillow, Peking Handicrafts. pkhnc.com

4. Oak Welcome Handwoven Fiber Doormat, Entryways. entrywaysusa.com

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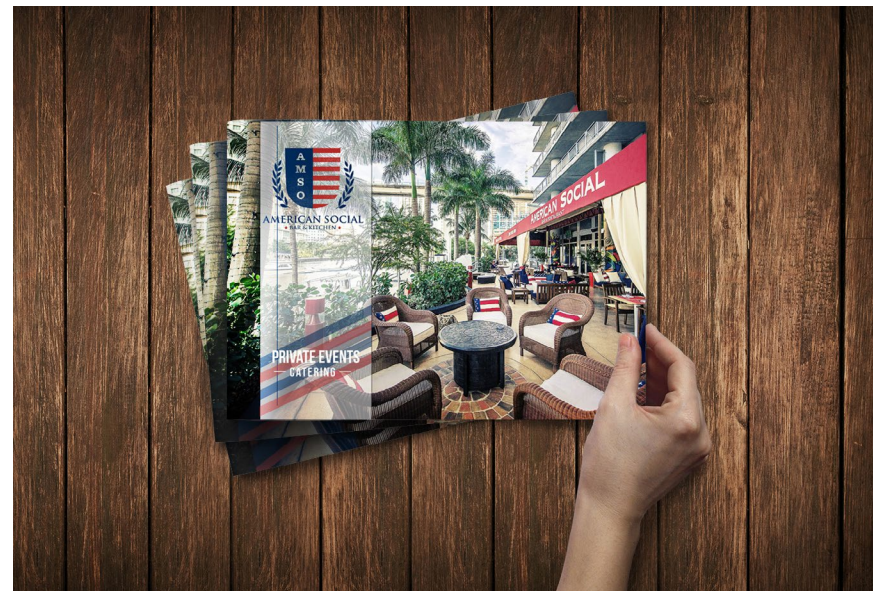
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## AMERICAN SOCIAL

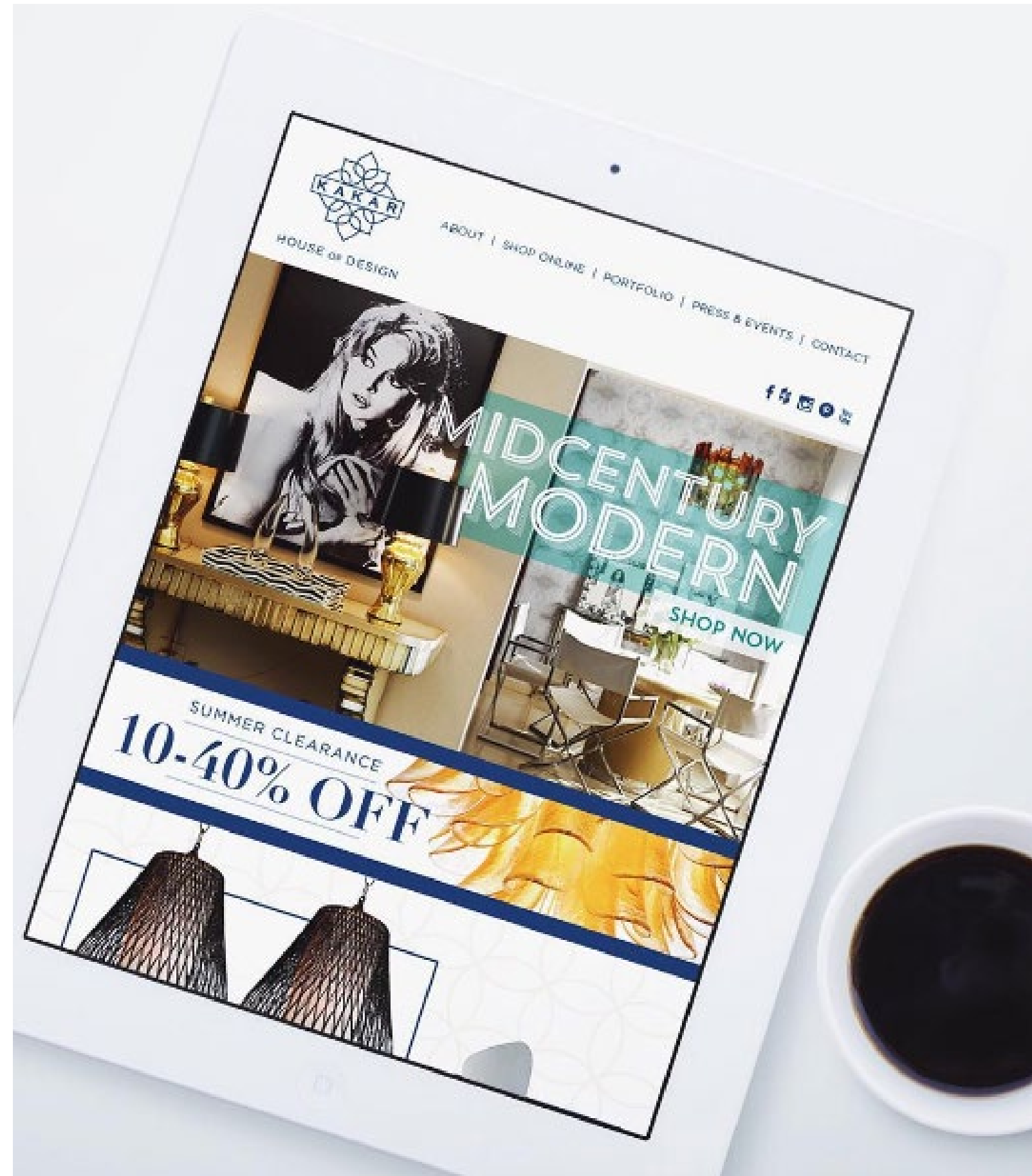
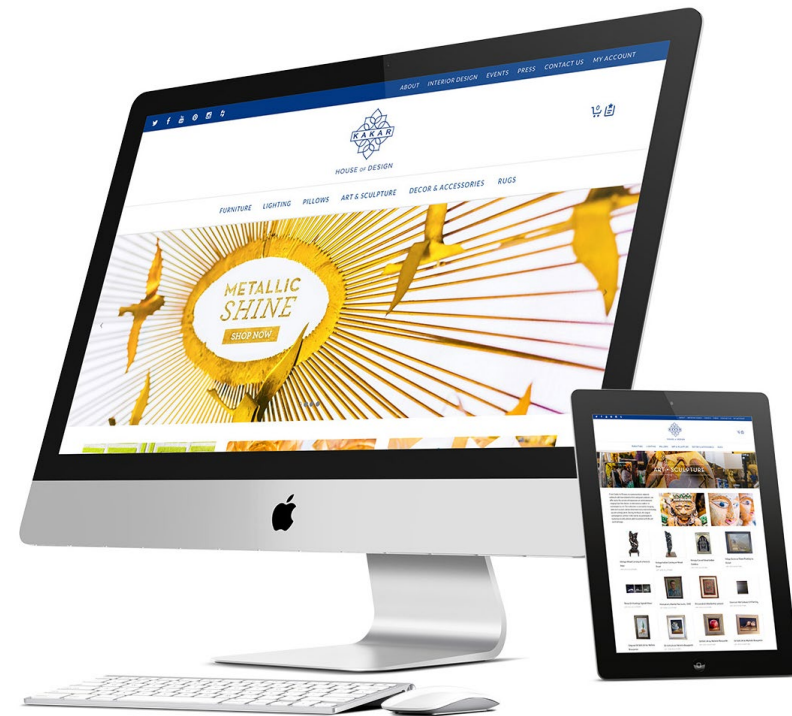
Designed: Logo, Website, Email Newsletter Template, Brand Guidelines, Signage, Custom Floorplans

Creative Direction: Business cards, Letterhead, Menus, Coasters, Email Signatures, Flyers, Media Kit, and Catering Kits



## KAKAR HOUSE OF DESIGN

Designed Website:  
Wordpress with WooCommerce  
Designed newsletter layout to reflect brand  
Coded Newsletters in HTML  
Managed Database and provided monthly reports to client of weekly campaign results





**BÂOLI MIAMI  
FEAST OF THE  
IMAGINARIUM**

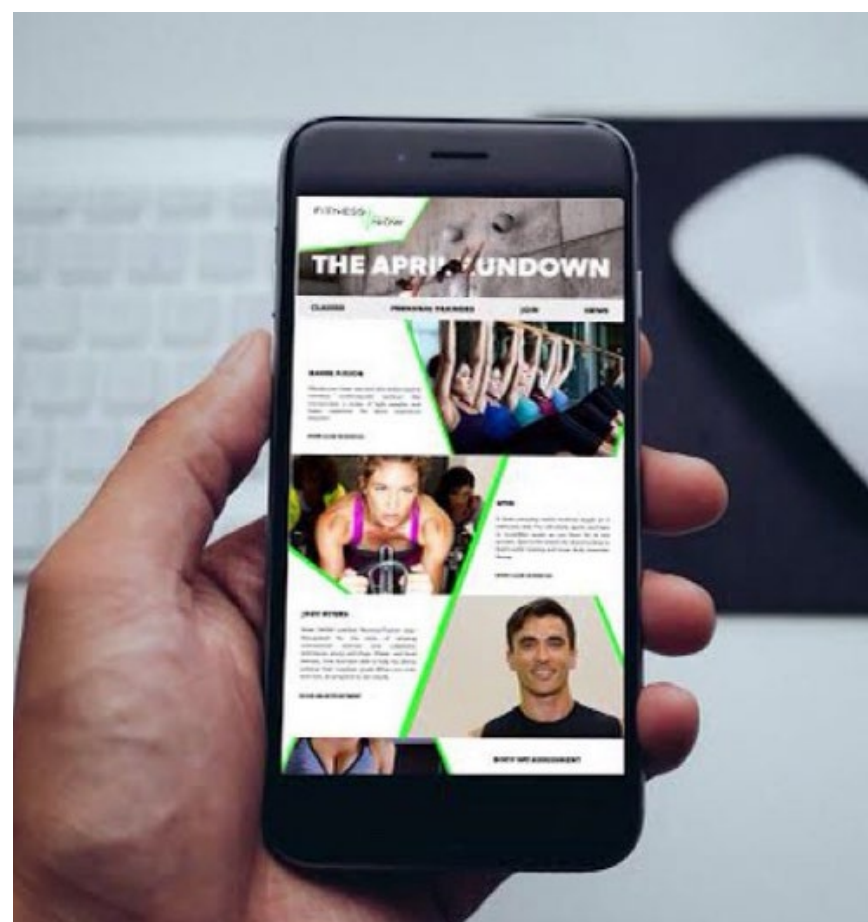
Designed: Event Logo, Website Re-skin, Email Campaign, Menus, Event Signage  
Coded Eblasts in HTML

Creative Direction: Business cards, Letterhead, Email Signatures, Flyers, Sponsorship Deck



## FITNESS NOW

Designed: New Logo, Website, Email  
Newsletter Template, Signage  
Coded Newsletters and Eblasts in HTML





## MY BOYFRIEND IS OUT OF TOWN

Designed: New Logo, Website, Brand Guidelines, Signage, Merchandise, Anniversary Event Invitation, and DJs CD

Creative Direction: Business cards, Email Signatures, and Flyers



# FOUR SEASONS RESORT PALM BEACH

Designed: Monthly Newsletter Template,  
Wedding Brochure, Magazine/Newspaper  
Advertisements



AMR



**THANK YOU**