

# Needlework Retailer

The Authoritative Source For Needlework News



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*Winter*  
**Hands On Design**



## Collector's Tin 35 Fresh New Embroidery Floss Colors

Inspired by contemporary trends including urban architecture, sustainability, the environment, and baroque gems. Look for soft neutrals, tender greens, delicate pastels, and regal reds and purples, all beautifully filling gaps in the spectrum. For stitchers whose wish lists include all 35 exciting new colors, this matte gold finish Collector's Tin contains one skein of each. Tastefully embossed with the DMC logo, the special set also has 2 free cross stitch patterns (not shown) using the new colors. Contact The DMC Corporation at 800-275-4117 or email [sdinolfo@dmcus.com](mailto:sdinolfo@dmcus.com)





## Winter

Winter: the seasonal small in the Chalk for the Home series! Bright colors and a really ‘cool’ snowman to greet you all season long! Paired with the larger Home sampler—this fun combo caps off the four seasons! Contact Cathy Habermann at Hands On Design. Email: [cathy@handsondesign.biz](mailto:cathy@handsondesign.biz).



## Seahorse

Designed by Susan Roberts, this handpainted canvas is 6" x 6" on #18. Contact Susan Roberts Needlepoint Designs at 912-638-0880 or visit [www.SusanRobertsNeedlepoint.com](http://www.SusanRobertsNeedlepoint.com)



## Olympic Angel

Part of Kangaroo Paw's Patriotic Angel series, Olympic Angel is

new for 2018. Celebrate the spirit of competition and pride in our teams by stitching this cutie with decorative stitching! Contact Kangaroo Paw Designs, 303-493-1764 or [kangaroopawdesigns@comcast.net](mailto:kangaroopawdesigns@comcast.net)



## Hello Winter

This next design from Plum Street Samplers, Hello Winter, is a beautiful picture for cold weather. It features a beautiful, bright red cardinal perched atop a warm sheep wrapped in it's warm wool. And the snowflakes that surround the scene are absolutely gorgeous. Contact Hoffman Distributing Company, Inc. at 800-624-8866 or visit <http://hoffmandis.com>

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[www.needleworkretailer.com](http://www.needleworkretailer.com)

Current and past issues of the trade magazine, advertising information, rates, photographs and trade articles can be found at [www.needleworkretailer.com](http://www.needleworkretailer.com)

Username: **needlework**

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**Needlework Retailer News** (our online blog) showcases new needlework products and upcoming needlework events.



### PINEAPPLE SEWING BOX

**IN COLONIAL TIMES, THE PINEAPPLE WAS A SYMBOL OF HOSPITALITY.**

Abby Rose Designs has created a limited addition sewing box with an inside cover design and two coordinating pin pillows. Each kit will include a hand painted, stenciled, aged and waxed colonial inspired paper mache box. Color choices are red, white or mustard. Charts for two pin pillows and a chart to personalize the inside cover of your box will be included, along with complete instructions on how to finish your box cover and pin pillows. An additional embellishment and floss pack will be offered. Each kit will arrive beautifully packaged, great to give as a special gift to a friend. Additional information can be found on my blog at [abbyrosedesigns.blogspot.com](http://abbyrosedesigns.blogspot.com). To pre-order, contact, Gayle Reger at [gaylereger@aol.com](mailto:gaylereger@aol.com) or call Abby Rose Designs at 1-956-357-0815. Orders will ship in late January 2018.



### To my Heart you hold the Key

5" Round design on mesh 18 comes with decorative key. Contact The Point of it All Designs at 301-495-9477 or email: hylahurley1@verizon.net

### Haberdasheries of Yesteryear

Frédérique Crestin-Billet's book



explores the history of threads, needles, accessories and more in her historical review of haberdashery goods. Haberdasheries of Yesteryear includes more than 50 exquisite photos and descriptions. The text is in both French and English, the translation provided by Carolyn Dew who has been at Frédérique's side from the very beginning. This book is so very special and will delight those who love the history of these crafts. From Très Chic Stitchery, 216-921-3500 or treschicstitchery.com.

### Atenti's Original Overnighter

With over 60 fabric combinations available, the Overnighter is



Atenti's signature USA made project bag. Coordinating notions bags are available for all the fabric combinations. The 25" zippered opening for accessibility, comfortable double shoulder straps, metal feet and a three pocket water resistant lining, make this bag super practical. It's a sophisticated, well sized bag to look good traveling abroad or to the local coffee shop. The fabrics are mainly sourced from U.S. mills and then put together with a great eye. 21"w x 12"h x 7"d. Contact Atenti at 818-248-8459 or visit [www.atentiwholesale.com](http://www.atentiwholesale.com).

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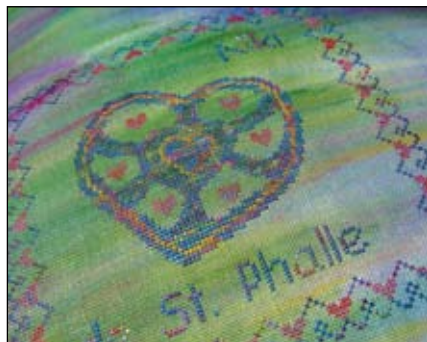
New Designs for 2018!

[www.alicepetersoncompany.com](http://www.alicepetersoncompany.com)



### Fragments in Time 2018

The new year heralds in a new Fragments in Time series. The 2018 Fragments celebrate sampler cartouches. The eight part series is stitched in a fresh, spring color palette with overdyed threads. No. 1 and 2 are releasing on 01.18.18. Contact Summer House Stitche Workes. Phone 717-763-2099 or email: [bas\\_designs@yahoo.com](mailto:bas_designs@yahoo.com).



### Niki St. Phalle

Threadnuts is introducing four new cross stitch kits based on the Painter's Threads inspiration artists color pallet and style. Pictured here is Niki St. Phalle. They are designed to give your customers some experience with alternative fibers including silks and metallic. Kits include 28ct linen, all the threads plus the design. Prices vary based on fibers used. Contact Threadnuts at 803-322-1209 or [Jane@threadnuts.com](mailto:Jane@threadnuts.com).



### Dreaming of Iris

This is another is the "Dreaming of" series. This colorful sampler reflects the myriad of iris flower colors. There is also a beautiful biscornu and English paper piecing wall hanging quilt in this booklet, plus loads of mini's and Be Creative ideas! Contact Rosewood Manor at 317-574-9186 or [www.rosewoodxstitch.com](http://www.rosewoodxstitch.com).

*Pinnell*

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# Retail Store Display Ideas



**Owners Gina and Nancy in front of the Thread Wall.**

**S**titcher's Paradise is located Las Vegas, NV. Stop in while you're in town for TNNA's Winter Market! The specialty shop carries cross-stitch and needlepoint threads, charts, fabrics and accessories.



**Sharleen, Vicki, and Nancy McCrillis stitching at the back table.**



**Michelle at the register**



**Looking down the main aisle**



**Sharon Bishop at the shop**

To share photos of your own retail store contact Needlework Retailer at 800-561-5380. View more shop photos in Needlework Retailer's Store Photo Gallery at <http://yarntree.typepad.com/retailstorephotos>



## Small Marketing Tips (Sometimes it's the little things)!

*If you're a small business owner, you may not have a lot to spend on marketing. That's okay because many small businesses aren't taking full advantage of the cost-effective marketing opportunities available to them.*

There are a number of things you can do to leverage your existing contact points with prospects and customers that require small effort to produce, but go a long way in promoting your business, products, or services. Some of these methods include:

### **Business Cards**

Surprisingly many businesses forget about this great promotional opportunity. When ordering your business cards, think about how you can use the space effectively. Consider placing a short URL on the back for accessing free information, tools, resources, or product demos. Use [www.tinyurl.com](http://www.tinyurl.com) to transform a long URL into one that will easily fit on a business card.

### **Invoices**

Do you send your customers an invoice? If you do, use the invoice to promote your products. You could also use this space to thank your customers or point out special promotions.

### **Emails**

Nothing in marketing performs as well as your very own list of customer emails. Customers who offer their email address want to hear from you. Ask customers to sign up for your emails when they check out. Use your email list to regularly communicate with your customers and encourage them to do more business with you.

### **Thank You Notes**

If your business ships products, use every shipment as a vehicle to promote your products or thank you customers. Insert a short thank you note that offers your gratitude and willingness to hear from the customer. Add a promotional flyer or a return slip for easy returns. This goes a long way in showing your appreciation for your customer and interest in building a long term relationship with them.

### **Incentive for New Customers**

Offer an incentive for prospective customers. When individuals are in your store or on your website and take interest in your product or service, providing an incentive to buy can drive up response rates. Make sure you specify that this deal is only for new customers.

### **6. Free Samples**

Giving away free samples is one of the most effective marketing tactics available today. Large consumer product companies like Proctor and Gamble know that once a consumer decides that he or she likes the product, they will become a customer for an extended period of time which more than pays for the cost of their promotion. Consider offering a free kit or a one time free trial of a class held at your store.

Marketing doesn't have to cost a lot. Use your own business to communicate your marketing messages and increase lead generation. Implement some or all of these methods to see the power of effective small business marketing.



### **Iris on Black**

Striking new cross stitch chart from Bobbie G Designs. 8" x 12". Retail \$15.00. Contact Yarn Tree at 800-247-3952 or visit [yarntree.com](http://yarntree.com)

## **Needlework Retailer**

Megan Chriswiser, editor

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