

# February



## Making It More Fun

It's no surprise that people who like to shop also do it more often and spend more. **"The key for success is to understand what makes shopping fun,** and then make sure the entire experience is designed to maximize the shoppers' pleasure," says Researcher Pam Danziger. "Recreational shoppers are not so much motivated by sales and discounts as by value, both in product pricing and presentation." Danziger continues, **"A better shopping experience, not just cheaper prices, is the answer."**

why not  
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BE GARDEN CHIC

## Trendy Terrariums?

Call it nostalgia or, **maybe, a horticultural yearning from modern apartment dwellers.** These self-contained, sealed indoor gardens may be staging a comeback. Some trend watchers are predicting the '70s-era glass orbs collecting dust in attics **may soon become a hot eBay collectable.** These enclosed sealed environments provide a nice display for small tropicals that pretty much care for themselves in the dripping high humidity.

## Enough Is Enough

Conspicuous consumption marches on, while a counter trend is developing: Enough is Enough! Hallmark Card's Trends Expert, Marita Wesely-Clough, notes the **standard of living in the U.S., being so much better than many other places,** will foster an understanding that we "have enough." Watch for people of all ages to scale down and simplify, to ensure they have time to invest in what matters - friends, family, giving back and their legacy. **Boomers nearing retirement will lead.**

## Just Move It!

We've said it before, but as they say, "the proof is in the pudding!" A Seattle-area garden center says it's true that just a **simple switch can make a big difference.** According to Susan Tytus, Home and Gift and Retail Ops Manager of Molbak's, when they have an item that isn't selling, they move it. "Every time we change a display or move it, we see an increase in sales." Tytus also says **they get about a 20-percent increase.**

## H. Potter or H. Potter?

H. Potter is well-known in two ways. There's that kid with the round glasses ... and then there's the maker of conservatories. **In 1997, H. Potter, the company, began** with the name dreamed up during a brainstorming session, according to Owner Jerry Peed. **A year later, the first Harry Potter book was published.** Peed says the impact on his company has been surprising, but no cash cow. "When a new movie hits, our website spikes through the roof," he says. "It hasn't contributed to sales, but it's like ... wow!"

## Targeting the Future

No stranger to niche marketing, Williams-Sonoma's Pottery Barn is expanding **PBteen,** a catalogue that **looks more like a teen magazine than a younger version of their mother's catalog.** Hoping to offer cool bedrooms to everyone under 20, Pottery Barn has gone so far as to hyper-categorize their target market by creating nine personality types, including preppy boy and glamour girl. **PBteen may soon expand to brick-and-mortar stores.**