

Mixing it up pays off!

The past two years of *Garden Chic* have definitely proven this theory true. Every store we have visited on our "StoreStyle" tours has one thing in common. Regardless of whether these garden centers are more plant-, organic- or decor-oriented, there is a common thread in their merchandising success: They all make changes in their displays every two weeks on average.

Simply regrouping items stimulates sales. How? Moving product across the aisle and/or combining it with different product captures the attention you need to move it off your shelves. It may simply be the different color combinations you've created that draw

the eye, or perhaps it's the combination of products you've put together that inspires your customers to recreate a

similar look in their homes and back yards. Either way, you are creating a stimulating, ever-changing atmosphere that will bring your customers in, week in and week out. The more often they are in your store, inevitably, the bigger the spender they will become. Give your customers a reason to keep coming back. Entice them with exciting changes! I hear it time and time again: "We move our displays around every couple of weeks or so. Our customers come in sometimes a couple times a week to see what's new." How can you argue with results like that?

These techniques also work wonders in moving leftover merchandise that you would typically just discount to get rid of.

Instead of throwing it in a corner with a 20-percent-off sign, why not try relocating it and selling it for full price? Creating new life for stale product through merchandising appeal has got to be better than merely discounting the stuff no one, or at least not enough people, wanted. Not only will you increase your bottom line, you will add value and appeal to your store overall. More to the point, if you apply these ideas to the merchandise when it's still fresh, you will proactively reduce the amount of product you will need to dump at the end of the season.

Before wrapping up this final issue of our second year, I want to thank all of you for supporting *Garden Chic*. It's been another exciting year, and I look forward to all of the exciting things we have planned for 2008!

As this issue goes to press, we are working feverishly to put all of the last-minute touches on our first Independent Garden

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Center Show, designed exclusively for you. I would also like to extend a heartfelt thank you to all of the vendors and retailers who will be attending. I know you'll be inspired and rejuvenated by all that you will see and learn. It's an exciting time for the industry, and we are excited to be a part of it. You will have plenty of opportunity to let us know what you think and what you would like to see next year, so please do share with us. It's your show, so your input is essential in making this event all that you want it to be!

See you next year, and remember: Mix it up!




a.k.a. 'Football'

Charlie, who loves to be carried like a football, is a 14-year-old Humane Society rescue and a true momma's boy. Severely stricken with diabetes and on death's doorstep four years ago, our now-happy, healthy little "miracle kitty" is a testament to God's healing power.

chic [sheek] *adjective*, -er, -est.

1. style and elegance, esp. in dress: Parisian clothes are so *chic*. 2. fresh; beautiful; progressive: *Garden Chic* is dedicated to raising the bar and helping independents bring the *chic* style to their stores.