

TREND watch

By Beth Anderson

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Sharon Adler's knowledge of merchandising spans over 30 years, including 8 years with Associated Merchandising Corporation (AMC), the preeminent overseas sourcing and product development arm servicing the leading department stores in the U.S. and Europe.

Adler spent seven years sourcing and developing product for 2 leading seasonal wholesalers, the Director of Product Development for Santa's World (Kurt Adler) and Department 56 Inc. After leaving Department 56 in 2002, Sharon joined Li Fung, the world's largest global sourcing company, as Director of Trend and Color overseeing the art department and all products of home merchandise. She attended seminars and trade shows globally and produced color and trend reports for major wholesalers and retailers in all categories of home furnishings. Sharon is currently consulting in trend, color, product development and global sourcing in the home furnishings industry.

“It takes courage to startup a business ...”

WHAT WERE YOU DOING WHEN WE WERE LOCKED DOWN FOR COVID?

I was organizing and editing every closet and draw in my house. I felt like I accomplished a lot till I met several people at the Javits Center NY NOW show in New York who were working on startup businesses.

I'm going to highlight several new businesses startups I spoke to at Javits and their product lines, which I thought were interesting and filled some voids. These new entrepreneurs have been in business a year or two and sold and shipped to the tri-state area of New York and around the country. For most of these new business owners, this was their first time at a trade show with their own booth.

1 CUE is a new candle concept develop by a husband-and-wife couple that has introduced an OPEN WICK technology for a safer burning candle that produces 45% less soot, 9% reduction in after smoke, 34% lower jar temperatures, self-trimming curling wick plus more savings in a cleaner and safer and better burn rate. This is innovated split wick developed by them has two patents and more to come.

Candles comes in 3 different sized jars and 8 fragrances: Apple Rose, Fresh Cotton, Harvest Sangria, Pomegranate Papaya, Salted Grapefruit, Wild Honeysuckle, Bamboo & Moss and Lavender Eucalyptus with 6 more in development.

CONTACT: www.cuecompany.com and wholesale@cuecompany.com



2 **PAKTLI** means JOY in Nahuatl the language of Aztecs. Senna Chriti is a Chef growing up in Mexico and eating a using the same type of grains for snack food dating back to the 16th century such as amaranth, quinoa and millet which are highly nutritious grains and mixing them chocolate, dried fruits and nuts. She has created a preservative-free snack which is similar to the texture experience of eating tiny popcorn made into a snack bar.

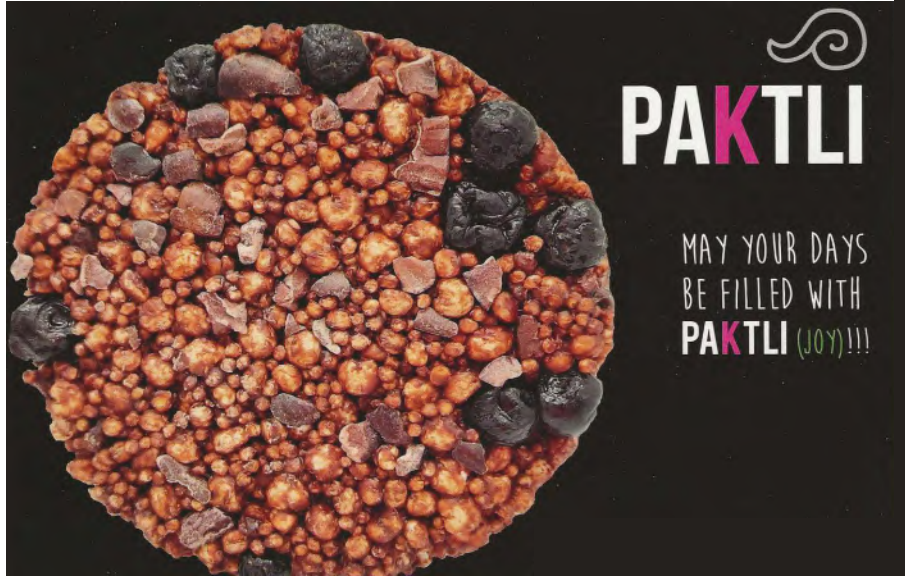
Chef Chriti created it these round snacks with nuts, dried berries and chocolate. Her production is in Cincinnati as well as shipping from there. When I tried it, it was light, very tasty, and crunchy like tiny bubbles of popcorn in your mouth and is considered a superfood. It comes in several flavor combinations using white or milk or dark chocolate. It can be eaten as a snack or mixed into ice cream, yogurt, and cereal and on top of baked goods.

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3 **JUNE PAPER MARKET** will help you in organizing your daily needs with her clear and clean undated planners and planner pads. For example, for weekly grocery listing, wellness logs, monthly desk planners that are available plus other planner pads that do not look decorative, not commercial.

They are more contemporary with a simplistic and clean design, and you'll be proud to keep them out on your desk. It's not just office supplies... it's home décor! They are printed in the USA on quality paper. Read June's bio on the website below and find out how she was influenced by her Grandmother to organize as a lifestyle.

CONTACT: www.junepapermarket.com and wholesale@junepapermarket.com



4 SCHOOL SCENTS is a candle in glass with a fun label that brings you back to school or as a gift for those who are attending with titles such as STAR ATHLETE and NEW STUDENT with copy relating to the title. It's more than just another candle line. It has expanded to room mist sprays as well. This was Tiffany Rose's first outing at a trade show with this product line. Tiffany Rose and all the other vendors I've wrote about in this article were selected by the Javits curated team to be on display in the feature entry hall at Javits Center for their design and interest. School Scent candles are made of soy wax and are non-toxic and eco-friendly. This line is currently in several MADEWELL and WEST ELM stores. Also read the bio of Tiffany and her two children who work on this development concept of this line during COVID on the website below.

CONTACT: www.schoolscents.com and hello@schoolscents.com



5 THE BROWN GIRL PAPER COMPANY has created a line of greeting cards of original artwork based on people of color. Her Christmas artwork of Santa and Mrs. Santa are joyful as well as her everyday cards. Ty saw a void in the market and is using her art talents wanted to make a difference.

The cards are stylized and as Christmas is countdown already if you carry greeting cards, please take time to review Ty's collection. It's unique brand that is not sold in every store.

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I hope you find these new entrepreneurs interesting and will give them a look. It takes courage to startup a business coupled with time and finance so let's support all new vendors when possible!

More insight and trends will be posted on the MINNEAPLOIS GIFT MART website and Trend Watch articles in the upcoming Buyer's Guides as we prepare for the holidays and going into 2023.

