

GIFTBEAT

Tracking the product pulse of the gift industry

JUNE 2010

SHELF MOVERS



◆ *Center Court* has a strong showing this month, placing in four charts, including #1 in Jewelry. Retailers give high marks to its DaVinci Beads (888) 905-3935, centercourtdirect.com.

JEWELRY

Rating	Vendor/Line
#1	● CENTER COURT - DaVinci, Forever Heart
#2	DM MERCH. - bracelets, various
#3	PANDORA - charms
#4	BRIGHTON - charms, various
#5	SILVER FOREST - earrings
#6	● THE GOOD BEAD - Bauble Lulu
#7	CHAMILIA - charms
#8	ANNALEECE - earrings, various
#9	● GIFTCRAFT - various
#10	JODY COYOTE - earrings

Note: Honorable mention includes various from Golden Stella, Viva Beads, Howard's Jewelry, Pacific Silver, Tomas and Ethel & Myrtle.

◆ Last run: March '10

JEWELRY

NORTHEAST

1. BRIGHTON - charms, various
2. SILVER FOREST - earrings
3. **CENTER COURT - DaVinci, Heart**
4. THE GOOD BEAD - Bauble Lulu
5. DM MERCH. - bracelets, various

SOUTH

1. PANDORA - charms
2. **CENTER COURT - DaVinci, Heart**
3. CHAMILIA - charms
4. DM MERCH. - bracelets, various
5. VIVA BEADS - bracelets, various

MIDWEST

1. **CENTER COURT - DaVinci, Heart**
2. DM MERCH. - bracelets, various
3. PANDORA - charms
4. HOWARD'S - various
5. ANNALEECE - earrings, various

WEST

1. DM MERCH. - bracelets, various
2. **CENTER COURT - DaVinci, Heart**
3. TOMAS - earrings
4. PANDORA - charms
5. BRIGHTON - charms, various

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\$5 OR LESS, COST

1. DM MERCH. - jewelry, various
2. GANZ - car charms, various
3. YANKEE - Car Jars, votives
4. BRAINCHILD - Silly Bandz
5. ALEX - Finders Key Purse®
6. **CENTER COURT - DaVinci**
7. PICTURA - notepads, various

◆ Last run: Feb. '10

Trending UP Or Down?

◆ **Jewelry:** It's up for 62% of those polled, while one-quarter report flat sales. "Stretchable rings are really hot and we are selling them to many ages," says a Pennsylvania respondent, citing *Pacific Silver* (800) 548-8552 as her top line. **Beads continue to be strong, with *Center Court* (888) 905-3935 and *The Good Bead* (952) 938-3455 getting high marks.**

◆ **Functional Gifts:** The category remains even for 45% of retailers, while 4 out of 10 have seen sales increase. "People like to give a gift that is useful and 'keeps on giving,'" says an Alabama store owner. A North Carolina retailer notes the popularity of functional accessories such as readers, while an Indiana retailer does well with *Sinobrite's* (847) 599-9831 tea towels.

◆ **Inspirational:** Business is steady for 43% of store owners, while 37% report higher sales. "We do more encouragement inspirational," says a Florida retailer, whose top lines are *Suzy Toronto* (800) 632-2175 and *Harvest House* (888) 501-0160. A Kentucky store owner gives a thumbs-up to best seller *Gifts of Faith* (800) 572-5780, a new line in his shop.

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MOST PROFITABLE

Rating	Vendor/Line
#1	VERA BRADLEY - bags, accessories
#2	● PANDORA - jewelry
#3	DEMDACO - Willow Tree
#4	YANKEE - candles
#5	DM MERCH. - jewelry, various
#6	BRIGHTON - jewelry, various
#7	● ENESCO - Jim Shore
#8	● CHAMILIA - jewelry
#9	● CENTER COURT - DaVinci Beads, Forever Heart
#10	GRASSLANDS ROAD/AMSCAN - various

Note: Honorable mention includes various from Ethel & Myrtle, Transpac and Magnet Works.

♣ Last run: Nov. '09

MOTHER'S DAY

Rating	Vendor/Line
#1	DEMDACO - Willow Tree
#2	VERA BRADLEY - bags, accessories
#3	PANDORA - charms
#4	BRIGHTON - jewelry
#5	● CENTER COURT - DaVinci Beads, Forever Heart
#6	● THYMES - bath and body
#7	ROMAN - Cottage Garden, various
#8	● CARSON HOME ACCENTS - music boxes, var.
#9	● GIFTCRAFT - various
#10	● CHAMILIA - charms

Note: Honorable mention includes various from Camille Beckman, Malden, Enesco, Two's Company and Grasslands Road/Amscan.

♣ Last run: June '09

Chart Chatter

✓ ◆ **Mother's Day:** *Center Court* (888) 905-3935 jumps from honorable mention, *Thymes* (800) 366-4071 shifts from #10 and three vendors join in: *Carson* (800) 888-1918, *Giftcraft* (877) 387-4888 and *Chamilia* (800) 495-0977.

✓ ◆ **Jewelry:** *Center Court* takes the #1 spot (from #3), *The Good Bead* (952) 938-3455 moves four places and *Giftcraft* is new.
✓ ◆ **Most Profitable:** *Pandora* (410) 309-0200 takes the #2 spot (from #6), while *Enesco* climbs from honorable mention. *Chamilia* and *Center Court* are new.