

JUNE 2026
BUYER'S GUIDE

We Have It All



ROADRUNNERSLLC.COM | 888-674-6349
ATLANTA MARKET | BUILDING 2, #1525
DALLAS TRADE MART #1743 + #1521
LAS VEGAS MARKET #C1024





celebrating
40
YEARS

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hydraAROMATHERAPY®



BOSTON INTERNATIONAL



YUZU



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Woman & minority owned



PEKING HANDCRAFT



JOIN THE BOUTIQUE HUB



Stop guessing. Start Winning. With The Boutique Hub, get the plan, the people, and the confidence to make every decision count.

The Boutique Hub is for Home & Gift Retailers

- ✦ Stop guessing what will sell next
 - ✦ Finally feel confident in your numbers
 - ✦ Buy smarter, not wider
 - ✦ Connect with retailers who get your business
 - ✦ Find trusted wholesale vendors without the overwhelm
 - ✦ Get step-by-step training built for YOUR kind of store
 - ✦ Build a business that supports your life, not runs it
- **Whether you're brick & mortar, online, or both... we meet you where you are and help you grow**



Your next best move starts here.

Scan to access the **FREE** Road Runners + The Boutique Hub dashboard to grow your Home & Gift business with clarity, confidence.

 [@theboutiquehub](https://www.instagram.com/theboutiquehub)

 [theboutiquehub.com](https://www.theboutiquehub.com)



Summer Market Events

VIB Day

(Very important buyer day)

Atlanta: SUNDAY-MONDAY, JUNE 7-8

Dallas: TUESDAY, JUNE 23

Vegas: SATURDAY, JULY 25

SHOP EARLY AND GET THE VIB TREATMENT.



Game Night

Atlanta: WEDNESDAY, JUNE 10 - 3PM

Dallas: THURSDAY, JUNE 25 - 5PM

Vegas: SATURDAY, JULY 27 - 3PM

GAMES

SNACKS

PRIZES

DRINKS

OUR BRANDS

Children

Big Potato Games
Books to Bed
Dock & Bay
Domani Home
Emerson and Friends
GooseWaddle
Jonas Paul
Kiid Coffee
Little Blue House
Moonlite Storytime
My Saint My Hero
Peter Pauper Press
Southern Fried Design Barn
Snifty
Wildwood Landing

Gift

Amelin Archive
ban.do
Basic Spirit
Big Potato Games
Boston International
Dock & Bay
DSS Games
Glitterville Studios
Hang Accessories
Johnny Vacay
Kate Spade New York
Kind Bags
Lilly Pulitzer
Little Blue House
Martha Stewart Gift
My Favorite Things
New York Puzzle Co.
Peking Handicraft
Properly Marked

Salty Bison
Sarah J. Maas
Seltzer Goods
Shannon Martin Design
Snifty
Southern Fried Design Barn
Steel Mill & Co.
Stephanie Johnson
Stickers Northwest
Sunnie Lane
The Darling Effect
The Queens' Jewels
Unemployed
Philosophers Guild
Vera Bradley
Well-Kept
Wildwood Landing
Zootility
Zox

Gourmet

Kiid Coffee
Lambrecht Gourmet
Leely Chai
Noble Mick's
The Southern Spirit



Home

A & B Home
Bay Sky Home
Basic Spirit
Boston International
Brydeen
Dock & Bay
Domani Home
Drinktanks
EVELYN & KATE
Gerson Company
Glitterville Studios
Hill and Dale
Johnny Vacay
Lynn & Liana Designs
Lynette Reed
Merritt International
Peking Handicraft
Pop Design
Seasonal Abode
Sunnie Lane
Table Theory
Wildwood Landing

Jewelry & Fashion

Anuja Tolia
Beaded Blondes
Canvas Style
Caracol
Case-Mate
Citi Collective
Clearly Handbags
Elyssa Bass Designs
EVELYN & KATE
Freshwater Curated Goods
Hang Accessories
Hoo Hoops
I Heart Eyewear
Jonas Paul
Little Blue House
Locked by Lula 'n' Lee
Lotus Jewelry Studio
My Saint My Hero
San Diego Hat Company
Sorority & Sisterhood
Soruka
Southern Fried Design Barn
Splendid Iris
Sticky Boobs
Studio ICU Eyewear
Sunnie Lane
TOMS
Top It Off
Violet & Brooks
Winton & Waits

Paper

7th & Palm
Bonair Daydreams
Books to Bed
Boston International
Elum
Independent
Publishers Group (IPG)
Jillson & Roberts
Johnny Vacay
Luxe UWP
Nature Bound Co.
Paperage
Paraclete Press
Peter Pauper Press
Properly Improper
Seltzer Goods
Shannon Martin Design
Snifty
Stickers Northwest
Up With Paper

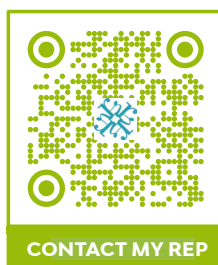


Fragrance & Wellness

Ampersand Fragrances
CICADA
Clark & June
Elum
Farmhouse Fresh
Inis Energy of the Sea
La Chatelaine
Latika Beauty
Madison + Green
Northern Lights
Ryan House Candles
Thomas Blonde
Winton & Waits
Yuzu

Brand availability varies by region.

Visible after login.







ANUJA TOLIA
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LEELY
CHAI CO.

SUPERFOOD HOT COCOA & TURMERIC LATTE

INSTANT CHAI WITH OAT CREAMER

Bold Flavors
Elevate Your Daily Ritual



FEATURED Brands



ANUJA TOLIA

Unique, handcrafted, fashion-forward, and trendsetting jewelry. The entire line is envisioned to stack and layer, and it is the perfect add-on with your real pieces.

BIG POTATO GAMES

Inspired by their vegetable namesake, Big Potato's mission is to be a staple in every household. A brand loved by all: the young, the old, the geeky, the groovy, the shy, and the shouty.



CARACOL

Versatile, trend-driven accessories at an affordable price, blending natural elements with accessible elegance while carrying forward a legacy of creativity, feminine craftsmanship, and a deeply human approach to business.

CLARK & JUNE

Luxury local candles for independent retailers focused on the places they love. Every candle purchased provides a meal for a child in need.

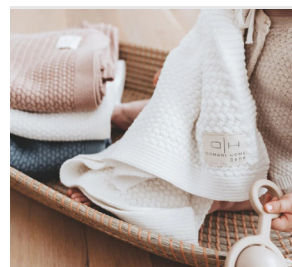


CLEARLY HANDBAGS

Stylish, durable, clear handbags that meet stadium and event security requirements without sacrificing style.

DOMANI HOME

A quintessential brand for discerning homeowners and gift-givers who seek to infuse their spaces with style and sophistication. Collection is comprised of a meticulously designed collection of home décor and unique gifts.





DRINKTANKS

Premium growlers, CO2 dispensing equipment, and premium beverage accessories. Unopened, their Craft growlers retain carbonation for up to 30 days.

FRESHWATER CURATED GOODS

Women-owned lifestyle brand crafting handcrafted acrylic accessories inspired by lake and coastal life, blending nostalgic, timeless design with modern bag charms and vintage keychains.



HOO HOOPS

Hypoallergenic acrylic Hoop earrings that are so lightweight, you will forget you're wearing them.

KIID COFFEE

Feel-good morning ritual. Caffeine-free, gluten-free, nut-free, and no added sugar, making it a safe, inclusive option for today's families. Featured on Shark Tank.



LEELY CHAI

Chai blends, superfood hot cocoa, instant chai, and fruit-infused sparkling chai to brew at home or enjoy on the go. Every product is rooted in culture to elevate your daily ritual and wellness.

LUMINOUS OPTICAL

Featuring the Jonas Paul and TOMS brands. Stylish, comfortable glasses that empower kids and adults to see clearly, feel confident, and shine their brightest.



LYNETTE REED

Soft, absorbent, high-quality cotton kitchen towels designed to bring color, pattern, and personality into the home. Made from 100% cotton, they are soft, absorbent, and have a natural feel in your hand.



LYNN & LIANA DESIGNS

Eco-friendly resin and hardwood cheeseboards and serving trays. One of a kind, hand-poured, meticulously crafted individual functional works of art.

NATURE BOUND CO

Custom stickers, postcards, apparel, and magnets all designed and printed in-house.



PAPERAGE

Thoughtful paper goods that help you pause, reflect, and create with clarity and purpose.

PARACLETE PRESS

Publisher of thoughtful and beautifully designed books that share the love of God and the joy, hope, and inspiration that come from a life of faith.



POP DESIGN

Vibrant, durable colored acrylic wine glasses and home decor, bringing bold style and a touch of fun to every occasion. Life is better with a pop of color.

PROPERLY IMPROPER

Sweet and sassy gifts, including stationery, accessories, drinkware, and more. Each product is a celebration of humor, individuality and the freedom to be unapologetically yourself.



PROPERLY MARKED

The OG of pretty things. Lifestyle brand of travel accessories and small gifts. Affinity Greek Licensed.

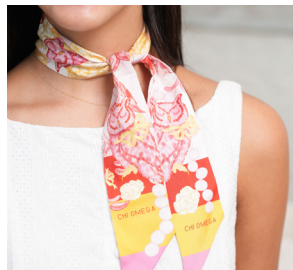


SALTY BISON

Creative gift and souvenir products with name drop and full customization across towels, totes, ornaments, magnets, car coasters and beyond.

SARAH J. MAAS | LIFEGUARD PRESS

Official license of the New York Times bestselling American fantasy author, Sarah J. Maas, who has sold more than 75 million copies of her books worldwide (A Court of Thorns and Roses, Throne of Glass, Crescent City).



SORORITY & SISTERHOOD

Stylish, comfortable sleepwear and accessories that honor sisterhood in all its forms, from sorority bonds to familial ties.

SORUKA

One-of-a-kind handcrafted, environmentally friendly leather bags, wallets, and footwear are made by our artisans using scraps of leather that otherwise go to waste. Each piece will vary, making each unique.



STEPHANIE JOHNSON

Luxurious cosmetic cases, travel accessories, and luggage. Travel chic with timeless style and contemporary fashion.

TABLE THEORY

Luxury, disposable cotton linens and elevated tabletop accessories designed for effortless entertaining.



THE SOUTHERN SPIRIT

Handcrafted, small batch, cocktail infusions born in Texas. Elevate every pour with intention. 100% USA Made.



*14K Gold Filled
Sterling Silver*



*Wear Them.
Stack Them.
Love Them.*



THE UNEMPLOYED PHILOSOPHERS GUILD



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the darling effect.

thoughtfully designed.
on trend collections.
effortlessly giftable.

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FOREVER FALL



SWEET & SPOOKY



WHIMSY WONDERLAND



A CLASSIC CHRISTMAS



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MEET ME AT THE SLOPES

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POCKET
WALLET

SIGNATURE
HOOP
EARRINGS

TRAVEL
JEWELRY
CASE BAG
CHARM

TABLE TALK
ACRYLIC
COASTER SET

TWIRL
AND TIE
SCARF



SCAN TO ORDER
WHOLESALE

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COLLECTION**

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AWARD *Winner*



2026 REA Southwest Rep of the Year Finalist

JOANIE FLEMING
FORT WORTH | W. CENTRAL TEXAS | D1



Caracol
EVERYDAY LUXURY



BRANDS by Region

SOUTHEAST

7TH & PALM
BASIC SPIRIT
BEADED BLONDES
BOOKS TO BED
BOSTON INTERNATIONAL
CARACOL
CASE-MATE
DRINKTANKS
EVELYN & KATE
FRESHWATER CURATED
GOODS
GERSON EVERYDAY
GLITTERVILLE STUDIOS
GOOSEWADDLE
HANG ACCESSORIES
HILL AND DALE
HOO HOOPS
INDEPENDENT
PUBLISHERS
GROUP (IPG)
JOHNNY VACAY
KIID COFFEE
KIND BAGS
LATIKA BEAUTY
LEELY CHAI
LOTUS JEWELRY STUDIO
LUMINOUS OPTICAL –
JONAS PAUL/TOMS
MADISON + GREEN
MOONLITE STORYTIME
MY SAINT MY HERO
NATURE BOUND CO
NOBLE MICK'S
PAPERAGE
PEKING HANDICRAFT
POP DESIGN
RYAN HOUSE CANDLES
SALTY BISON
SELTZER GOODS
SHANNON MARTIN
DESIGN
SORORITY & SISTERHOOD
SORUKA
THE SOUTHERN SPIRIT
STICKY BOOBS
STUDIO ICU
SUNNIE LANE
THOMAS BLONDE
UNEMPLOYED
PHILOSOPHERS GUILD
WINTON AND WAITS
ZOOTILITY

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SOUTHWEST D1/MINK

BOOKS TO BED
 BOSTON INTERNATIONAL
 CICADA
 CITI COLLECTIVE
 DSS GAMES
 GERSON EVERYDAY
 JILLSON & ROBERTS
 LITTLE BLUE HOUSE
 LOTUS JEWELRY STUDIO
 LUMINOUS OPTICAL –
 JONAS PAUL/TOMS
 LYNN & LIANA DESIGNS
 MADISON + GREEN
 MERRITT INTERNATIONAL
 MOONLITE STORYTIME
 NOBLE MICK'S
 NY PUZZLE COMPANY
 PARACLETE PRESS
 PETER PAUPER PRESS
 POP DESIGN
 RYAN HOUSE CANDLES
 SHANNON MARTIN
 DESIGN
 SORUKA
 SPLENDID IRIS
 STICKERS NORTHWEST
 STUDIO ICU
 UP WITH PAPER
 WELL-KEPT
 WINTON & WAITS
 ZOOTILITY

TEXAS

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 AMPERSAND FRAGRANCES
 ANUJA TOLIA
 BAY SKY HOME
 BIELY & SHOAF
 BIG POTATO GAMES
 CLARK & JUNE
 CLEARLY HANDBAGS
 ELUM
 ELYSSA BASS DESIGNS
 EMERSON AND FRIENDS
 FRESHWATER CURATED
 GOODS
 GOOSEWADDLE
 HANG ACCESSORIES
 JOHNNY VACAY
 KIND BAGS
 LA CHATELAINE
 LAMBRECHT GOURMET
 LOCKED BY LULA 'N' LEE
 LUMINOUS OPTICAL -
 JONAS PAUL/TOMS
 LYNETTE REED
 NORTHERN LIGHTS
 SAN DIEGO HAT COMPANY
 SEASONAL ABODE
 SNIFFY
 SOUTHERN FRIED
 DESIGN BARN
 STEPHANIE JOHNSON
 SUNNIE LANE
 TABLE THEORY
 THE DARLING EFFECT
 THE SOUTHERN SPIRIT
 THOMAS BLONDE
 TON SAVON
 YUZU

TEXAS

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HANDCRAFTED
 COCKTAIL INFUSIONS

FILL | CHILL | SHAKE + POUR

TASTE THE POSSIBILITIES

VEGAS

BASIC SPIRIT
BONAIR DAYDREAMS
BOOKS TO BED
BRYDEEN
CANVAS STYLE
CARACOL
CASE-MATE
CITI COLLECTIVE
DOCK AND BAY
DOMANI HOME
DRINKTANKS
DSS GAMES
FARMHOUSE FRESH
FRESHWATER CURATED
GOODS
GOOSEWADDLE
KIND BAGS
I HEART EYEWEAR
INIS THE ENERGY
OF THE SEA
JOHNNY VACAY
KIID COFFEE
LEELY CHAI
LIFEGUARD PRESS
BRANDS
LOCKED BY LULA 'N' LEE
LUMINOUS OPTICAL –
JONAS PAUL/TOMS
MOONLITE STORYTIME
MY FAVORITE THINGS
PAPERAGE
PEKING HANDICRAFT
PROPERLY IMPROPER
PROPERLY MARKED
SHANNON MARTIN
DESIGN
SNIFTY
SOUTHERN FRIED
DESIGN BARN
SPLENDID IRIS
STICKERS NORTHWEST
STICKY BOOBS
SUNNIE LANE
THE QUEENS' JEWELS
THOMAS BLONDE
TOP IT OFF
VIOLET & BROOKS
WILDWOOD LANDING
WINTON AND WAITS
ZOOTILITY

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www.hillanddalehome.com

Rep Picks



Obsessed is an understatement! I'm so excited to highlight Locked by Lula 'n' Lee. This brand gets the art of the 'perfect stack.' Their hand-beaded 14k gold-filled and sterling silver pieces are daily staples I can't live without. Whether you're dressing up or keeping it casual, these designs effortlessly elevate every outfit. And, they're Women-Owned, which makes wearing them feel even better! Wear Them • Stack Them • Love Them

Jessica Sample | Houston-D2
Lula n Lee



Glitterville Studios transforms everyday décor into captivating works of art, using bold colors and playful designs. Their display pieces exude personality and charm, turning any space into a whimsical celebration. One of my all-time favorites is Pinesy on Pointe. Glitterville always brings a smile and adds sparkle to any display.

Missy Donaldson | Mississippi + Memphis
Glitterville Studios



Little Blue House is one of my favorite lines! It pairs playful designs with products customers love to buy for themselves or as gifts. The assortment is easy for stores to merchandise and creates eye-catching displays that naturally drive add-on purchases. Fresh seasonal prints and themed family pajama sets bring customers back year after year.

Paula Russell | Missouri + Kansas
Little Blue House



I'm loving the ocean-inspired bracelets from Splendid Iris. These pieces bring a coastal vibe that anyone can stack and layer. The matching necklaces and earrings that your customers will not be able to resist. From the beach to dinner, Splendid Iris is best known for its textures, colors, and quality. Simple, beautiful pieces made to be worn, loved, and enjoyed every day.

Ann Otani | Hawaii
Splendid Iris



THOMAS | BLONDE

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FARMHOUSE FRESH®
ORGANIC & NATURAL SKINCARE



allure

The O List

GIFTS & DEC

People

Forbes

FRESH-GROWN SKINCARE &
AWARD-WINNING TRANSFORMATIONS

Discover skincare grown fresh daily on our farm to
nourish your skin & rescue animals jar by jar.



DISCOVER THE FULL COLLECTION!

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CASE • MATE



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PACKING CUBE SET



LUGGAGE HANDLE WRAP



SILICONE LUGGAGE TAG
PRE-PACK DISPLAY



SATIN NECK PILLOWS



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PORTABLE CHARGING BANK

PURSE/KEY HANGER



SATIN EYE MASK



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BEADED BLONDES



NEW
COLLEGIATE
& BAG/BOOT
CHARMS



14 K GOLD FILLED



GAME DAY ♥ SORORITY ♥ CUSTOMS

AS SEEN ON
SHARK TANK

World's First, Coffee For Kids.

Over 1 million cups enjoyed!



FOUNDER ↘



**WATCH US ON
SHARK TANK!**



PAPERAGE

COLORFUL CURATED CLASSICS
to inspire creativity and personal expression



FEATURED IN:

the spruce RollingStone TODAY Wirecutter Bustle

weekend WHIMSIES

BY SORORITY & SISTERHOOD

Pajamas, accessories, &
gifts for game day,
holidays, & every
celebration in between.



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SISTERHOOD

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& gifts to celebrate
the joy of sisterhood
in every way.



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RETAIL BUYING CALENDAR

AN EASY GUIDE OF WHAT TO BUY AND WHEN

Do you often struggle to keep the right inventory? Does it seem like every time you try to order, the brand is out of stock of those popular items you want? Are you paying for expedited shipping to ensure products arrive on time for customers? Here's a roadmap to keep your buying plan on track.

Q1	JANUARY	FEBRUARY	MARCH
PLAN/ORDER	Patriotic	Back to School	Fall + Tailgate
IMMEDIATE SHIP	Easter + Valentine's Day	Mother's Day + Graduation + Cinco de Mayo	Father's Day + Summertime + BBQ
MARKET PLAN	All the Q1+2 Holidays		Everyday Fill-ins, Spring into Summer Transition + Baby + Wedding
CELEBRATE	New Year	Valentine's Day	St. Patrick's Day
Q2	APRIL	MAY	JUNE
PLAN/ORDER	Halloween	Thanksgiving	Christmas + Hanukkah + Holiday Open House
IMMEDIATE SHIP	Patriotic	Back to School + Wedding + Baby Shower + Teacher Appreciation	Fall + Tailgate
MARKET PLAN			All Q3+4 Holidays
CELEBRATE	Easter	Mother's Day + Graduation + Cinco de Mayo + Teacher Appreciation	Father's Day + Summertime + BBQ
Q3	JULY	AUGUST	SEPTEMBER
PLAN/ORDER	New Year	Valentine's Day	St. Patrick's Day
IMMEDIATE SHIP	Halloween	Thanksgiving	Christmas + Hanukkah + Holiday Open House
MARKET PLAN	All Q3+4 Holidays		Everyday Fill-ins + Transition into Winter
CELEBRATE	4th of July	Back to School	Fall + Tailgate
Q4	OCTOBER	NOVEMBER	DECEMBER
INVENTORY + ORDER	Halloween + Easter/Spring	Thanksgiving	Christmas + Hanukkah
PLAN/ORDER	New Year's + Valentine's Day + St. Patrick's Day	Mother's Day + Graduation + Teacher Appreciation + Cinco de Mayo	Father's Day + Summertime + BBQ
IMMEDIATE SHIP			
CELEBRATE	Halloween	Thanksgiving	Christmas + Hanukkah

Inventory + Order = post-holiday inventory review. Order key brands.
 Plan/Order = review trends, generate assortments, place orders with strategic ship dates, dating, early buy, and incentives.
 Immediate Ship = asap orders, deliver as soon as possible, typically fill in orders
 Market Plan = what to shop at shows



WHY THESE Trends? —WHAT'S— NOW AND —WHAT'S— NEXT




Retailing in 2026 isn't about playing it safe. It's about playing it smart. Consumers are still value-conscious, but they are absolutely spending, just with intention. They're looking for joy, comfort, personality, and meaning. They want a product that feels specific. Emotional. Display-worthy. Gift-ready.

We selected these trends based on three key drivers shaping the year ahead:

- 1 Emotional Spending Is Stronger Than Ever**
Small luxuries, mood boosters, and affordable indulgences are outperforming. Shoppers are rewarding themselves and buying thoughtful gifts for others.
- 2 Visual Merchandising Is Back in Charge**
Bold color, strong pattern, and layered storytelling are pulling customers across the store. The neutral era has softened. Personality is profitable.
- 3 Gifting Is Getting Personal**
Generic doesn't move. Specific does. Occasion, identity, and interest-driven products are seeing stronger turns and higher basket sizes.

These trends aren't just theoretical runway ideas. They are practical buying strategies designed for specialty retail. These categories layer, cross-merchandise, and promote add-ons.

Our goal? To help you walk the markets with clarity and leave with product that turns.



NOW TRENDING

The Feel-Good Club

Joy is the Strategy. Optimism is the Merchandising Plan. Shoppers are spending on small bursts of happiness. Playful typography, humor, color, and light-hearted gifting are driving steady turns.

Why It Wins:

Affordable dopamine. Easy gifting. Broad demographic appeal.

Focus On:

Whimsical mugs, cheerful socks, novelty gifts, bright accessories, positive-message items, and \$15-\$30 pick-me-ups that move fast.

Color Story:

Sunshine Yellow • Bubblegum Pink • Aqua • Electric Lime



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Brands:

1. Snifty 2. Shannon Martin Design 3. Big Potato Games 4. Zox 5. Freshwater Curated Goods 6. Kiid Coffee

NOW TRENDING Sensory Ritual

Texture is the New Visual Merchandising Tool. Consumers want to feel products for softness, scent, weight, texture. Comfort categories are driving consistent turns.

Why It Wins:

Encourages bundling and increases basket size.

Layer It Up:

Candles, artisan soaps, cozy throws, bath accessories, tactile ceramics, lounge-worthy textiles. Build "ritual zones" of giftable clusters to sell more.

Color Story:

Warm Taupe • Cinnamon • Dusty Rose • Soft Seafoam



Brands:

1. The Darling Effect
2. Leely Chai
3. Inis The Energy of the Sea
4. Farmhouse Fresh
5. Yuzu
6. Cicada
7. Ampersand
8. Oud Rose

NOW TRENDING Earthy Vibrancy

Grounded. Warm. Elevated. Nature-inspired tones continue, but with richer saturation. Organic shapes and tactile materials pair beautifully with this palette.

Why It Wins:

It feels calming yet current. It's a safe bet that still feels fresh.

Bring In:

Ceramics, planters, candles, woven textiles, wood-accented décor, botanical gifts, kitchen linens, spa items, and eco-conscious pieces.

Color Story:

Olive • Jade • Ochre • Rust



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Brands:

- 7th and Palm
- Yuzu
- Snifty
- Up With Paper
- Little Blue House
- Boston International
- Lynn & Liana Designs

NOW TRENDING

Dopamine Pattern

Graphic. Bold. Shelf-Stopping. Stripes, playful repeats, retro-inspired graphics. This is the trend that pulls customers across the store.

Why It Wins:

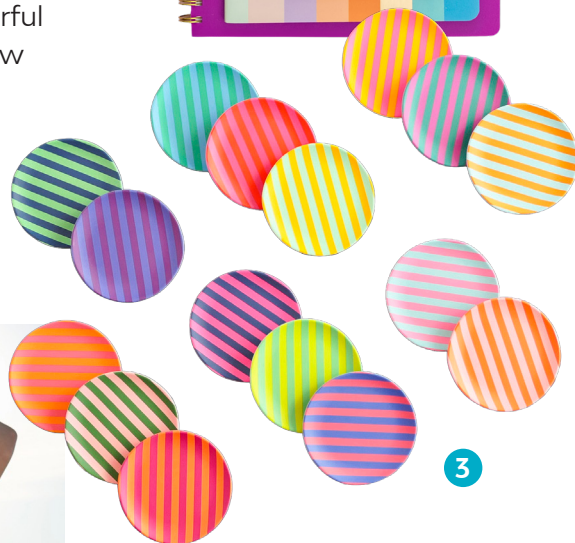
High visual impact. Easy to build themed tables. Great for cross-merchandising.

Look For:

Striped towels, patterned pouches, bold notebooks, colorful tabletop, graphic giftables. Use it for endcaps and window displays that demand attention.

Color Story:

Turquoise & Yellow • Candy Red & Cream • Pink & Black



Brands:

1. Paperage 2. Pop Design 3. Glitterville 4. Winton & Waits 5. Case-Mate 6. Peking Handicraft 7. Evelyn & Kate

NOW TRENDING

Cherries & Bows

Sweet is Strong. Feminine is Power. Nostalgia is Selling. Create playful "treat yourself" moments with flirty accessories and giftables at the front table. Cherries feel cheeky and graphic. Bows feel elevated and ready to gift. Together? They're impulse gold.

Why It Wins:

It photographs beautifully, layers easily into displays, and signals "treat yourself" energy.

Bring In:

Hair accessories, cosmetic bags, kitchen textiles, gift wrap, trinket trays, small décor, jewelry dishes, and flirty tabletop pieces. This is prime counter real estate.

Color Story:

Cherry Red • Ballet Pink
Cream • Classic Black



Brands:

1. San Diego Hat Company 2. Southern Fried Design Barn 3. Peking Handicraft 4. Splendid Iris
5. Peter Pauper Press 6. The Darling Effect

NOW TRENDING Stationery Revival

Analog is the New Luxury. Paper is Personal. Consumers are craving the ritual of writing notes, journaling and organizing beautifully. Stationery isn't just a category anymore. It's a lifestyle statement.

Why It Wins:

High margin. Easy add-on sales. Collectible. Repeat purchase behavior.

Build the Story:

Journals, boxed notes, sticky notes, pens, bookmarks, desk accessories, and keepsake paper goods. Don't just stock cards. Create a "desk moment."

Color Story:

Ink Navy • Warm Ivory • Moss Green • Deep Terracotta



Brands:

1. 7th and Palm 2. Unemployed Philosophers Guild 3. Up With Paper 4. Snifty 5. Shannon Martin Design 6. Stickers NW

NOW TRENDING

Maximalist Moments

More Pattern. More Personality. More Profit. Minimalism has stepped aside. Consumers are layering prints, mixing color, and building spaces that feel expressive and collected.

Why It Wins:

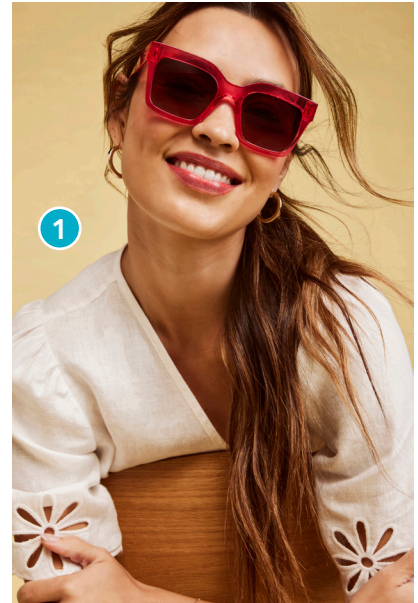
Statement pieces anchor displays and elevate average ticket size.

Think Impact:

Bold textiles, patterned towels, graphic trays, statement pillows, art prints, layered tabletop, and décor with strong visual voice. Merchandise in vignettes, not singles.

Color Story:

Emerald • Tangerine • Magenta • Mustard



Brands:

1. TOMS 2. Winton & Waits 3. Unemployed Philosophers Guild 4. Properly Improper 5. Beaded Blondes

NOW TRENDING

Intentional Gifting

Specific = Sellable. Thoughtful = Profitable. Shoppers want gifts that feel curated and meaningful, not generic. Occasion-driven and identity-driven products are outperforming.

Why It Wins:

Higher perceived value. Strong storytelling. Easy upsell.

Curate By Recipient:

Milestone journals, hobby-themed gifts, zodiac or interest-based items, keepsake boxes, bundled gift sets. Merchandise by "For Her," "For Teachers," "For Hosts," "For Grads."

Color Story:

Slate Blue • Pearl • Soft Gold • Charcoal



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Brands:

1. Snifty
2. Up With Paper
3. The Darling Effect
4. Unemployed Philosophers Guild
5. Sorority & Sisterhood
6. Splendid Iris



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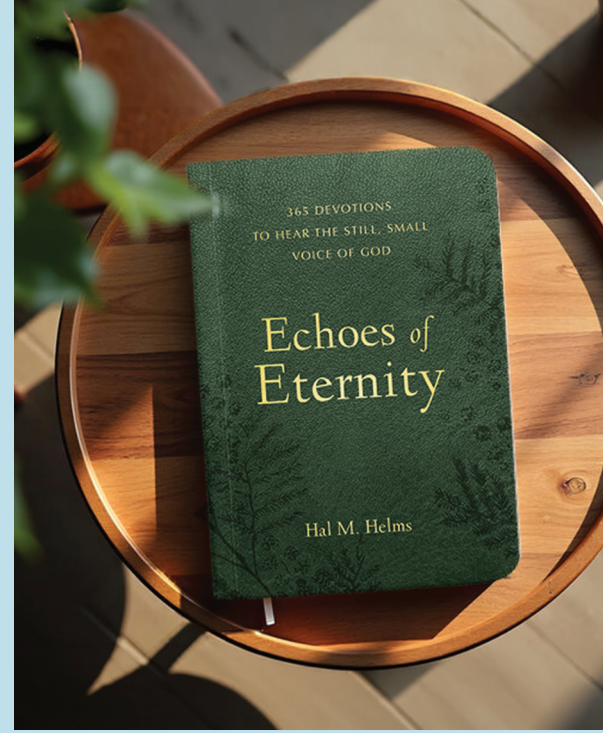
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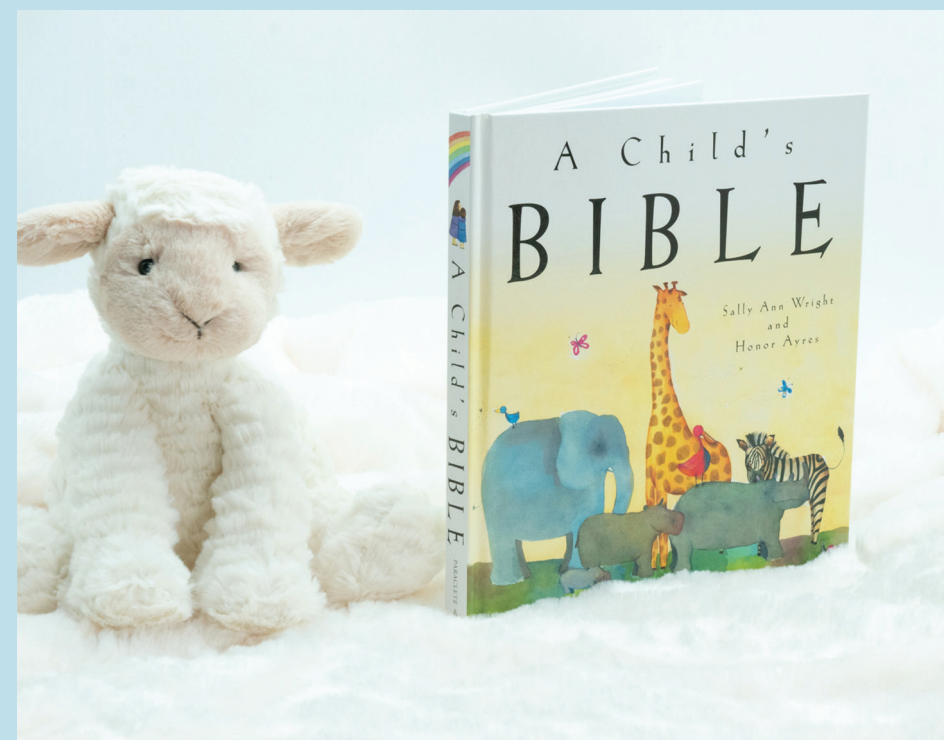




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SHOP LOCAL, ORDER LOCAL

REPS *are*
LOCAL
too

Independent retail needs everyone's help. It's inspiring to see that supporting Main Street has become a rallying cry via the "Shop Local" movement aimed at consumers. But who else has an important role to play in supporting many of the 4.6 million retail establishments in the U.S.? **Local sales reps.** Often running their businesses from their kitchen tables, sales reps go the extra mile to meet the needs of retailers and their local shoppers — learning customer preferences, introducing unique products, and truly listening to consumer needs. Sales reps are the often-overlooked lifeline of their communities, working hard to fill stores with new products and helping create local revenue so that every Main Street may thrive. Communities don't directly benefit from online shopping, but they benefit in countless ways from the loyal work of **local sales reps.** So let's embrace our **local sales reps** — the unsung heroes of independent retail.

Look for the Seal

When you see this seal, you know this business proudly supports independent retailers through **Heart on Main Street**.



TOGETHER, WE HELP INDEPENDENT RETAILERS THRIVE.



DISASTER RECOVERY GRANTS

Helping retailers recover quickly and rebuild stronger.



EDUCATION & RESOURCES

Providing tools, training and guidance to help businesses succeed.



COMMUNITY IMPACT

Strengthening local economies and the places we call home.



LONG-TERM RESILIENCE

Building a network of support for whatever comes next.

PARTNER WITH US AT A LEVEL THAT WORKS FOR YOU.

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\$50/month

A meaningful way to support independent retailers every month.

Silver Supporter

\$100/month

Help provide ongoing support and essential resources.

Gold Supporter

\$5,000 annually

Make a greater impact with annual support for recovery and resilience programs.

Platinum Supporter

\$10,000 annually

Lead the way in transformational support for independent retailers nationwide.

♥ All partners are recognized with the Heart on Main Street Supporter Seal for your business.



Heart on Main Street

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Thank you for making a difference. ♥





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