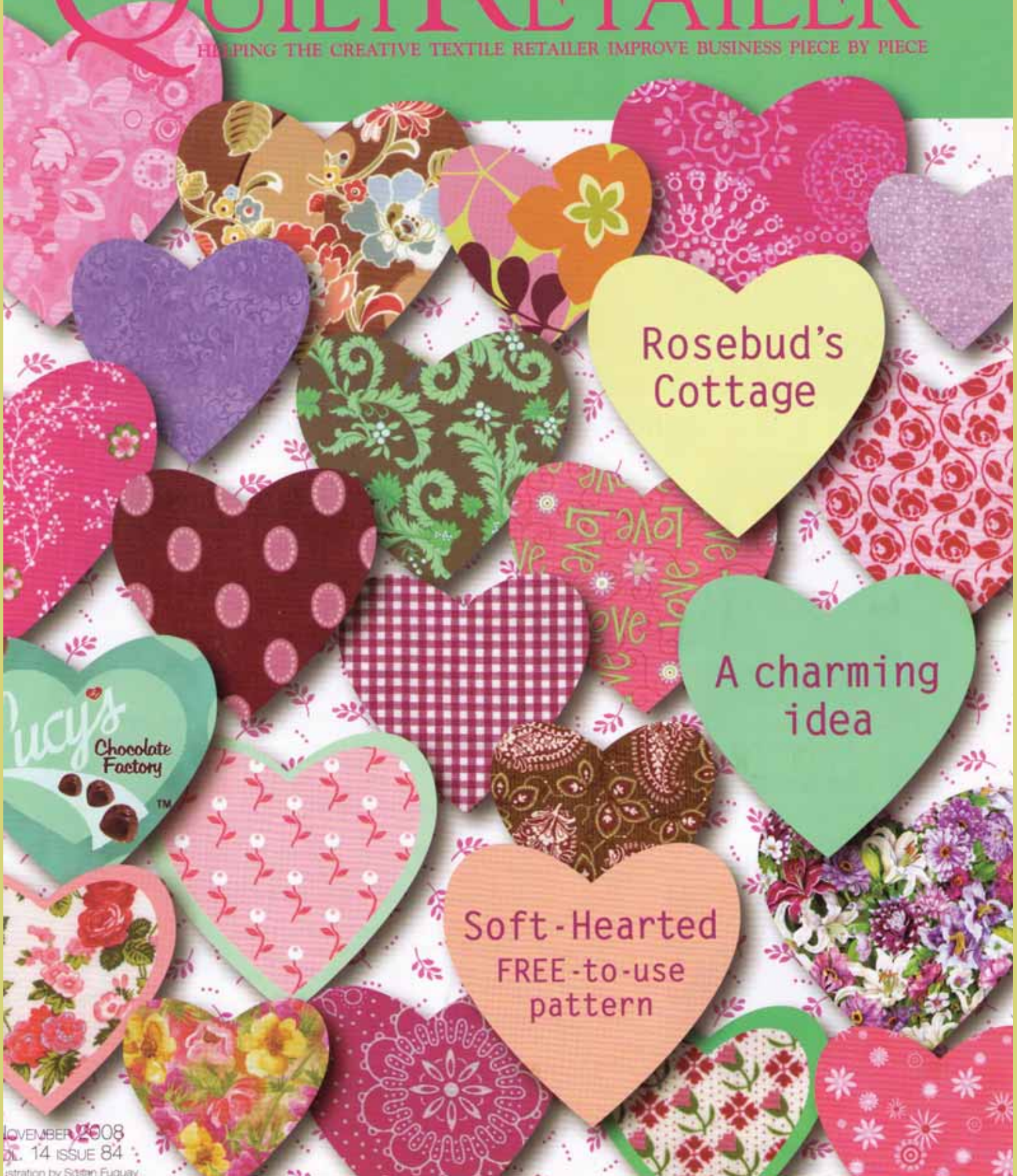


# AMERICAN QUILT RETAILER

HELPING THE CREATIVE TEXTILE RETAILER IMPROVE BUSINESS PIECE BY PIECE



Rosebud's  
Cottage

A charming  
idea

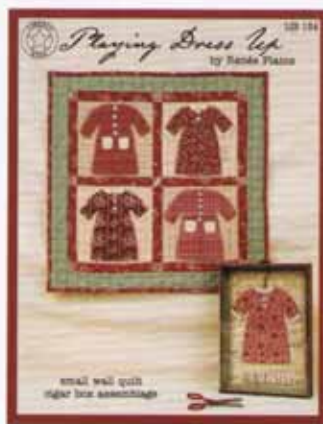
Soft-Hearted  
FREE-to-use  
pattern

Lucy's  
Chocolate  
Factory  
TM

by Joanna Figueroa



merchandising goods with dynamic displays



*I happened to find these three patterns from Liberty Star — perfect for Valentine's! There will be more at Quilt Market. Look for them in the January 2009 issue of American Quilt Retailer. — Susan Fuquay*

Liberty Star (480) 585-0708  
renee@liberty-star.com

## Displays of affection

When you walk into any retail store, what is the first thing you notice? Regardless of how much "great stuff" there is within those walls, the first and sometimes the only thing you notice are the displays. Are they new? Creative? Pretty? Are they enticing you to buy what is in them? These are the questions you should be asking yourself every time you change your displays.

One of the best reasons to decorate and change displays within your store is with each change of season. As soon as the "after Christmas sale" is done (a sale that I think without exception every single quilt store should do) your store should begin to transform into Winter or Valentine's Day.

Let's take Valentine's Day for example, a minor holiday for sure, but one which will be fun and easy to display. In fact, aside from the few Valentine fabrics you might order, and a few simple decorations, you probably already have everything else you need to make a wonderful Valentine display. Don't get stuck in the traditional box of what this day should be, but think more broadly. Think of general color schemes or themes. Think of creative packaging, like adding a Valentine with a coupon tucked into everyone's purchase. Hold a free class for making fabric Valentine cards with kits available.

Most people will not transform their entire house into Cupid's playhouse, but many will want to add some seasonal touches to their homes. At our house, for example, the overt holiday decorations go away after Christmas, but all the red and white quilts and accessories are transformed into our Valentine decor. The same could be done with your store. Create red and white vignettes using all

the red and white fabric and accessories you already have in stock. Pink corners of the store can easily be created and touched up with a few traditional Valentine decorations. Floral quilts can be highlighted as romantic Valentine options by adding a few Victorian style Valentine cards, lace and ribbons or simply a bouquet of roses.

Remember that you have a very small window to sell those Valentine collections before they end up on your sale rack. So perhaps this is a great time to have a sale on all red, white and pink fabric. Or, perhaps a sale on any fabric where the customer can find a heart or a ribbon. Let them have fun with it, searching for the fabrics throughout your store that can qualify for the discount. You know us quilters, we not only love a good bargain but we love a good treasure hunt!

Finally, don't forget to overlook those tried and true classic Valentine decorations: candy hearts with messages, cheesy little Valentine giveaways, dishes of chocolate candies for your customers to partake and definitely roses — fill your store with roses. And, of course, have a Happy Valentine's Day!

**Tip:** Red and white quilts and props are a good marketing investment because you can cycle them for Valentine's Day, 4th of July and Christmas!

*Joanna Figueroa is the owner and designer of Fig Tree Quilts and Fresh Vintage booklets. She designs fabric for Moda and lives in San Leandro, Calif. Visit [www.figtreequilts.com](http://www.figtreequilts.com)*

*Fresh Vintage™*

**FIG TREE QUILTS**

Don't miss out another day on this popular pattern series for your store.  
Order *Fresh Vintage™* today!

Fig Tree & Co. | 501016@figtreequilts.com | www.figtreequilts.com | 510.632.5398

Come see us in Houston Booth # 1127

Visit the  
American Quilt Retailer  
advertisers during  
Quilt Market!

See the booth numbers below.

American Quilt Retailer	2345
American Quilter's Society	1960
Andover Fabrics	232
Animas Quilts	1339
Benartex, Inc.	1124
Black Cat Creations	1260
Brandy's	111
Brewer Quilting & Sewing Supplies	1745
C&T Publishing	1230
Clothesline Quilts	1544, 46A
Clothworks™	2028
Della Q.	201
Design Originals	308
Electric Quilt Company, The.	1450
Ergonomic Advantage.	1653
Fig Tree Quilts	1727
From Marti Michell	1428
G.E. Designs	353
Gammill Quilting Systems®	400
Golden Threads	1802
Graywood Designs	128
Hinterberg Design	1468
Indygo Junction	244
Innovations	727
In The Beginning Fabrics.	732
J.T. Trading Corp.	635, 37A
JWD Publishing	600
Jo Morton Quilts	132
Kansas City Star Quilts	1710
Kathy Schmitz	1930
Liberty Star.	1944
Loralie Designs™	1114
Marcus Fabrics	1411
Martingale & Co.	136
Me and My Sister Designs	1729
Moda Fabrics	1724
Oceanlake Designs	113
OLFA®	161
Perkins Dry Goods	1704
Possibilities®	1965
Presencia USA	1948
Quilting Treasures	1524
Red Rooster Fabrics	356
Soak Wash	2223
Studio e Fabrics	1247
StudioKat Designs	903
Sulky of America	1046
Susie C Shore Designs	1702
Thangles™	124
Tri-State Printing Co.	1164
Troy Corp.	1900
Wilmington Prints	456

*Four New Patterns!* Midnight Garden, Lynda's Sunflowers, Fiesta, and Cappuccino

An affordable way to offer classes - each pattern is just \$10.95 retail!

Great options for teaching single techniques or a start-to-finish class.

Available  
Fall 2008

**POSSIBILITIES®**

800.474.2665 • www.possibilitiesquilt.com