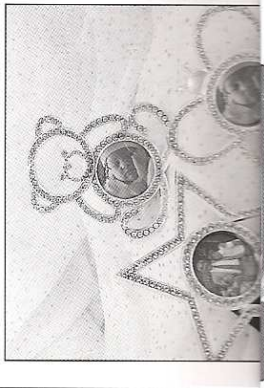


SHELF MOVERS



● **Manual Woodworkers** (800) 542-3139: Climaweave™ is a colorful collection of indoor/outdoor products made of weather-resistant fabrics treated before and after digital printing to maintain color brightness. Pillows, runners, place mats and mini banners are offered. The pillows, sized 20 inches square, are \$12.50 cost (manualww.com).

● **Aurora** (888) 287-6722: Roxie the Doxie is a character line of plush animals, stationery and room decor. Roxie takes twens

thousands of miles to the rescue of the globe.

GIFTBEAT

Tracking the product pulse of the gift industry

MAY 2011

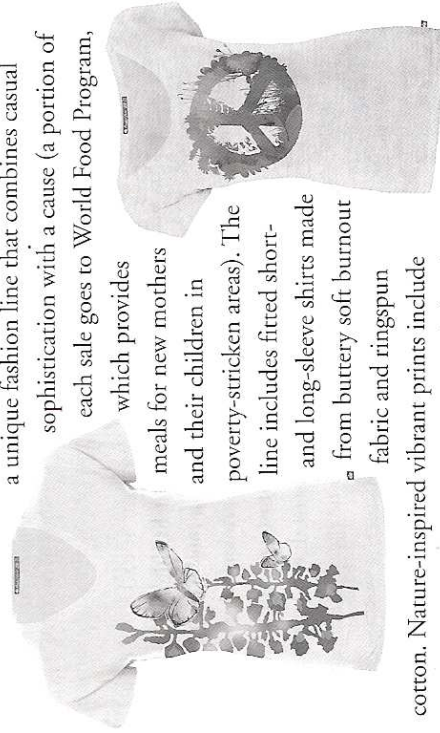
How To Handle Today's "Wired"

"What does my store sound like? Feel like? Does it fit what I'm about?" Bell cites

PRODUCTBEAT

Interact with your peers 24/7:
www.giftbeat.com/subscribers

Trend: Cause-Related Apparel... *Project Iris* (513) 489-5683 is a unique fashion line that combines casual sophistication with a cause (a portion of each sale goes to World Food Program, which provides meals for new mothers and their children in poverty-stricken areas). The line includes fitted short- and long-sleeve shirts made from buttery soft burnout fabric and ringspun cotton. Nature-inspired vibrant prints include Willows, Lotus Watercolor, Peace Symbol and more. Made in the U.S.A., costs are \$15-\$25 (projectirisclothing.com).



Fashion Lines To Watch

◆ We're hearing some buzz about *Lenny and End's* (615) 545-6639 leather cuff-style bracelets. A Georgia store owner who sells Pandora and Brighton just brought in the line and says, "Our customers are loving it!" Offered in wide or thin versions, cuffs feature a buttonhole closure (\$10-\$12 cost). Sentiments, sold separately, clip onto the cuff bracelets (\$7-\$9 cost). Large sentiments feature full quotes, while smaller styles have one-word sentiments (Dream, Believe, Hope). Charms are also offered (\$6 cost) (lennyandeva.com).



◆ A Rhode Island retailer received *Safari Murano's* (212) 575-7855 "Francesca Collection" bracelets the first weekend in April, and customers loved them right

Trend: Revival Cooking. In *Heartland* from *Andrews McMeel*