

## 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](http://manualww.com)).

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

# GIFTBEAT

Tracking the product pulse of the gift industry

MAY 2011

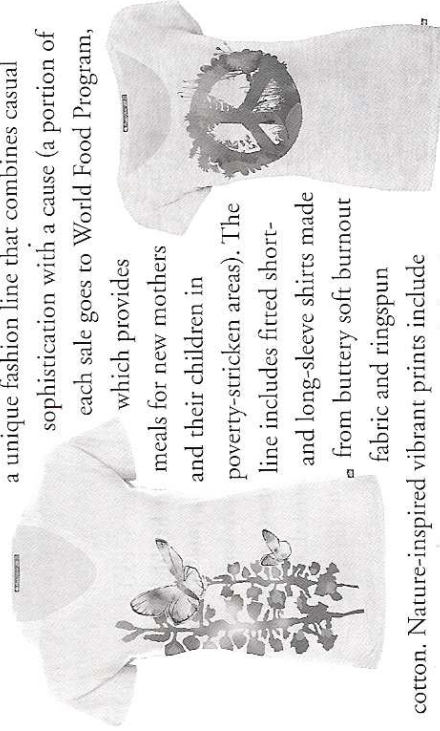
## How To Handle Today's "Wired"

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

# PRODUCTBEAT

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**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](http://projectirisclothing.com)).



**Fashion Lines To Watch**  
◆ We're hearing some buzz about *Lenny and Enda'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](http://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*