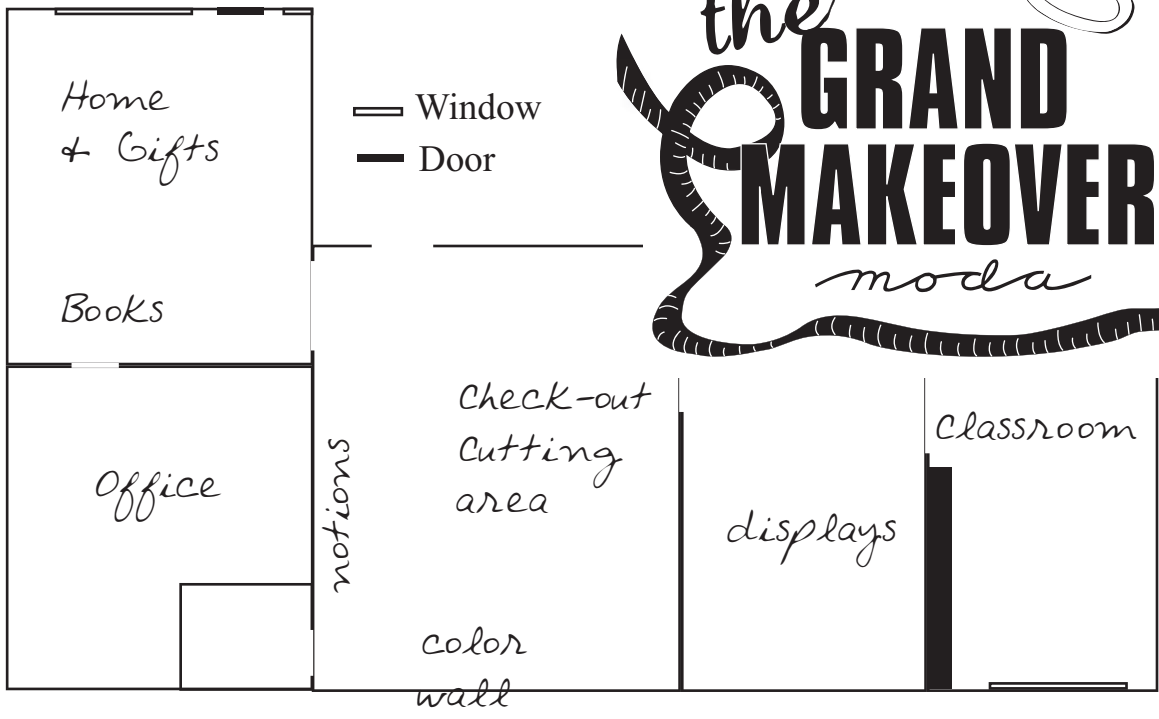


2006



What you can do with \$1,000!

the shop



*Quilter's Dream
Colleyville, Texas*

owner, Beverly Ingram

- color wall
- books & patterns
- notions wall
- store displays
- classroom
- home & gifts
- schedule
- calendar

Moda Team





Driving to work and other musings

The coffee pot is programmed to brew the coffee so it will be ready as soon as you wake up. You start the day with your list of “to-do’s” for the day. You hop in the car and head to work. The route to work is almost automatic – slowing for school zones and hoping to catch all the green lights. You have done it hundreds of times.

Your store is just like driving to work. You have gone in that door a hundred times. It is safe. It is comfortable. Are your customers “comfortable”? Do they come in the door, walk right in and start to visit with your staff not even noticing the display you worked all evening to arrange? What do they notice? What reaches out and grabs them? This is hard to achieve in a quilt store because of the stimulation of colors and fabrics everywhere. The entire store radiates a feeling, but this too can become overlooked if it is always the same.

the color wall

Change happens..... and it needs to happen.

The featured displays happen and change as the seasonal fabrics arrive. This helps create the themes throughout the store, but how often do you rearrange your color wall? You should change it at least once a year, if not more.

Generally the fabrics are arranged following the basic color wheel. Start on one end of the spectrum and flow the colors along the wall much like a rainbow. This can also change depending on the time of the year. In the winter you may want to move all the dark, warm fabrics to the front of the store. As spring approaches, the darks would never do at the front door!

During inventory is a good time to make changes since you are touching or moving every bolt anyway. Cleaning and repairing any of the fabric shelves can be done at this time. Does the wall need a fresh coat of paint? Possibly a color? Think of the store as your home. You probably spend more time at your store than your home. Remember the feeling of a fresh new color on your walls. It is definitely worth the cost of a couple of gallons of paint. Make it NEW! Make it DIFFERENT!

Make a plan

What colors are going where? How many shelves do you need per color? It is time to get to work rearranging the fabrics in colorways from light to dark. Even your staff can become quite comfortable with the existing inventory. Group your staff into teams to work on different sections. Maybe you can give each team a different color t-shirt to wear during the makeover. Keep your employees involved in the process. They will probably discover fabrics they did not realize were in the shop.

If you do not want to “re-color” the entire store, just rearrange the shelves within a color section. Put the bolts you want to sell first at eye level. Flip the bolts that are on the bottom shelf (barely ever getting noticed) to the middle shelf. *Change is good. Change is necessary.*

One tip from the grocery store business: Have your staff “front” the store a couple times a week. At grocery stores, the crew will go along every shelf and bring at least 2 of each item to the “front” of the shelves. Why? It always makes the store look full, clean and neat. When you stand at the end of an aisle of a grocery store, the shelves should look full with no holes in sight. Do your shelves always look clean and neat with all the bolts standing straight up? By “fronting” the store, you will have the bolts neat and tidy, as well as, having your staff familiar with the merchandise. The majority of staff in quilt shops are part time employees. Each week the fabric choices could have changed quite a bit since the last time they had worked. *Change happens.....*

Have you ever been to *Sam’s* or *Costco* or any of the big mega club-type stores? They are always re-arranging. They do not change where the produce is located. They change what is in the produce section. Why? This makes people pay attention to not only what is there but what is gone. Their strategy is simple. Buy it “NOW” because it may not be here next time.

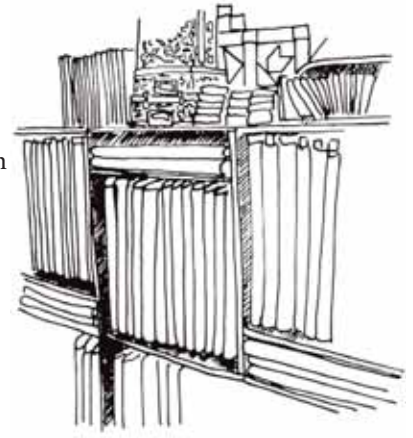


seasonal or holiday groupings will bring fresh color to the shop



One more reason for paying close attention to your color wall is that colors seem to work in cycles. Fashion lines arrive. You display them in a vignette. When they sell down, you move the left-overs to the color wall. Merchandising fabrics in this way has proven successful. However, the basic colorwall can be neglected without this process.

Do you have enough reds? How are the blues? Are they all the same value? Take a look at your color wall. Do you need to buy some fabrics to make the bridge on your color wall from one color to the next? For example, how is your stock of orange? (Are you bridging the wall from reds to yellows?) Take a look at how you buy fabrics. Do you love purple, but barely ever buy greens? Expand and change how you buy fabrics. As a fabric buyer, one of the ways that this can be accomplished is to constantly buy for the staff's tastes. If a staffer loves purple, be sure to buy purple. That employee will sell purple to everyone that walks into the store.



Change Happens for a Reason

Driving a different way to work awakens the senses to pay attention to where you are going. You will spend more time looking around enjoying the scenery. Different is good!

The best comment to hear from a customer as they enter your store is,
“Every time I come here, there is always something new and different.”

books & patterns

unique to every store

Beverly has her books organized in categories such as classes, what's new, baby, applique, etc. This works nicely for her to quickly re-order any books for classes. Her customers can quickly go to the “What's New” section.

We did not go in and change anything about her book set-up. She had it the way it worked best for her and her employees. We moved them from one room to another so that the books and patterns were all in the same area. A table along with a couple of chairs was added for customers to be able to sit down to peruse the books and patterns at their leisure. This also made a nice display area for the newest features.

Expand the variety of patterns. By this, we suggest piecing, appliqué, punch-needle, and all different size quilts – baby/throw sizes all the way up to king sizes. Catering to your staff's interest in patterns will give them all items about which to be excited.

Samples – Samples – Samples

This is a no-brainer. Beverly's walls are covered with samples. She has had good success in not having to re-make samples in new collections. Be creative in obtaining samples. If a customer comes in with a wonderful project, ask to borrow it to display it for a couple of weeks.

Offer free fabric to a good customer in return for her making a sample for you to display in the shop for a period of time.



Beverly places all of the books needed for classes together in a special section

the notions wall

vital for a specialty store



Gene "the notions man" Stewart
hard at work

Beverly had the majority of her notions on a 4 foot rounder that was not easy to shop from and limited her ability to expand her selections. She is a speciality shop, and it is vital that she carry the specialty notions. Her customers are going to buy it some where, so why not at the shop.

For the large ticket items, buy 1 or 2. Then offer to take special orders. Put a sign on the item saying, "Order Me!".

When the wall was set, we placed the items in the same category together. Needles, threaders, pins, pin cushions were all merchandised together. Rotary blades were by the rotary cutters. *Tip: When setting-up your notion wall, try to use the same size of peg hooks. It is also important to place the top row at a convenient height and to keep it at the same height across the board.*

Notions are the bread, butter and milk of the quilt shop. Keep them stocked, up-to-date and fresh.

United Notions has custom designed a notion set-up that offers the better selling items. Ask your sales representative to assist you with this.

store displays

give the shop personality



Listed below are some of the *Grand Makeover* team's notes:

What to change:

Quilts being displayed

Add or rearrange the following displays:

Gift items

Fat quarters

Notions

Notions all to one wall

Fabrics by color except for seasonal and "new" groups

Beverly displayed fabrics in categories such as all novelties together, all florals, all western, all flannels, etc. This works but the variety of fabrics in so many sections makes the store have a very busy feel. We limited the categories and expanded the color wall.

Why change needs to happen:

To create an inviting welcome for customers

To freshen the overall look of the store

To capture attention of customers with new ideas and new arrangements

Group according to fabric/bolt colors for customer convenience

Vignettes to tell a story for both fabrics and needlework

How to make the changes:

Display quilts in new and interesting ways:

Bunch top of quilt with ribbon and fan the bottom

Overlap quilts that are similar in pattern/color—bunch some and display others flat.

Match the quilts to the color wall sections. *Example hang a purple quilt over the purple fabrics.*

Make a show of seasonal quilts with other seasonal projects included

Use interesting props: old doors (solid or screen), wooden window frames, garden gates, ladders, any type of old kitchen cabinets or similar larger pieces. (Raid your neighborhood on trash pickup day!)





Vignettes create a mood and create opportunity for selling notions, etc.

Seating area:

Do it the *Starbucks* way! Use a kitchen table and chairs for a comfortable area for customers to browse through books and patterns. Also, this is a good place for the men to lounge.



Vignettes:

Combine all the necessary items for a project (such as punch needle) in one grouping. This encourages the customer to see everything that you have available for the project without having to hunt all over the store. The vignette also gives the customer a chance to see what can be done and get excited about starting a new craft. Include finished projects along with the needles, thread, scissors, patterns, books, etc. This is a great opportunity to sell notions along with a pattern or book. Vignettes can be a small grouping on a table or a larger one on shelves.

Displays at the Counter

We used small wooden crates stacked in a pyramid pattern on the floor to display gift items at the counter. Impulse/gift items, such as fine thimbles, silver jewelry, sewing bags, pin cushions, fancy scissors, etc., can be shown on shelves by the counter or the cutting table.

the classroom

a place to learn

Beverly offers a frequent and full schedule of classes. She has created a welcoming place to sew and learn. Often she will have 3 classes in 1 day. So this area needed to be very flexible. The quilt shop classroom is an inviting gathering place set up for just that purpose. It should be comfortable, tidy, well lit, with adequate electrical power available, workspace and shelves for display and demonstration. Create an area conducive to learning and sharing. When the room is not being used for classes, it becomes a show place for class project models as your customers stroll through and are inspired and motivated to sign up for a class.

As you consider a “spruce up” or “make over”, here are some areas of attention within your classroom space:

Walls and Windows

Paint always freshens up any room. Choose an attractive light neutral tone to soften the overall look. Paint was applied to all walls, counters and shelves.

The window area may be brightened up by adding a valence of Moda Home – *Sliced Bread* fabric napkins. They can be overlapped “on point” along a thick dowel painted the same color as the wall. Just a little splash of color and, of course, add packages of a variety of napkins on the display wall ready to sell. This is also an easy to change the look of any window by featuring different *Sliced Bread* napkins such as Valentines, Christmas, florals, etc.

A counter and shelf space was added along the wall that is considered the “front of the class”. This provided a place to display the notions and tools used in any particular class. It became a perfect area to feature larger items for sale such as irons and sewing machines with accessories. Slat board was installed above the counter to accommodate different displays.



teacher presentation board

Teacher Presentation Board

A 48"x48" design board was created as a teacher presentation wall and made to hang by hooks on the slat board thereby making it portable.

Materials for Presentation Board

- Light weight insulation board approximately 1" thick. May be found at Home Depot in sheets of 4" x 8"
- Thin sheet of plywood cut to the same size as desired size of finished design board.
- Elmer's glue to bond plywood to insulation board
- White flannel to cover surface of cut insulation board plus 2" on each side. You may want to make a double thickness of fabric to be sure that no color shows from the base insulation board.
- Straight pins or T-pins to secure focus fabrics or quilt blocks .
- Hooks to hand design board on slat board.

Constructing the Presentation Board

1. Cut insulation board and plywood to the size you desire.
2. Bond boards together with glue
3. Center the flannel over surface of insulation board
4. Fold edges of flannel under 1" fold over edge of insulation board. Pin directly into foam board edge covering all sides just to the plywood.
5. Attach hooks to the plywood back and hang.

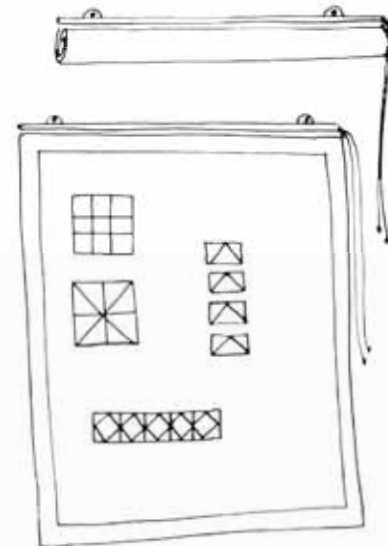
rolls up out of the way when not in use

Temporary Student Design Wall

Individual student "design walls" were created to be visible during class and rolled up when not needed.

Materials:

- Roll Shade, white. Width determined by the space and product availability. Shades may be found at *Loews*, *Home Depot*, etc.
- Hardware for hanging
- "Block Butler" or white flannel 3 inches smaller than the measurement of the roll shade surface



Construction

1. Unroll shade and attach flannel or "Block Butler" to the surface of the shade with carpet tape, glue or hand sew.
2. Roll shade up and mount to the wall with hardware.

Quilt Display Area

We chose the wall directly across from the room entrance for the quilt display wall. Because of the time of year – September – we gathered a collection of holiday quilt projects and created a dramatic display.

Table and Chairs

1. The existing tables had well-used, dark brown, wood grain tops. We replaced them with new white top tables (available at *Sams*). Power strips were purchased and attached to the lip of the table top (on the opposite side of the students). This makes it convenient to plug in machines and only have one central cord leading to the wall outlet. A sturdy rubber strip especially designed for the purpose of hiding and holding the cord flush with the floor was then installed. (available at *Home Depot*).

2. Comfortable chairs are important to every student's quilt class experience. If possible, have them all alike for the overall visual effect. If you have metal folding chairs, at least add cushions and perhaps a chair back cover to make an attractive consistent look. Sturdy, good chair covers can be found at *World Market*. (This is also where we get the yummy gingersnap cookies that have become a basic at our quilt market booth.)



power strips were attached to lip of tabletop opposite of student

Miscellaneous additions

Fresh ironing board covers replace well used, scorched ones on the classroom ironing boards. Add iron and ironing board holders in the closet to keep the room looking clutter free when class is not in session.

home & gifts

the extra touches

The room had been used as a flex room for overflow from classes etc. It had collected a big variety of items such as quilts that were used in classes, as well as some crib and bedding displays. We decided to re-purpose this room. The team...



1. Moved all books and patterns into this room
2. Added a new dimension to *Quilter's Dream* by adding a home and gift section to the store. We added 4 shelves to one of the walls to allow additional space for displaying *Sliced Bread* gift and kitchen items. We also added hooks underneath the shelves for additional display area for aprons and pot holders. In this area we gave *Quilter's Dream* a sampling of all of our kitchen items, which included: tablecloths, towels, plates, hankies, weekend bags, and other items from our Moda Home line.
3. Kept the crib for a baby area and added children's novelty 45" fabrics. This allowed us to create an area for 54" home decorator fabrics and patterns. In the baby area we used our *Funky Monkey* fabric for the crib bedding, and then displayed the coordinating fabrics at the end of the bed. *TIP: Find a workroom that will work with you on making custom baby bedding for your store. Your staff would have yardage requirements and help the customer pick out fabric. The fabric would then be sent to the workroom, made and returned to the store for the customer to pick up the completed ensemble.*
4. Added the barn door to cover the window in the room. We used this area as our western bedding area, as well as, our basic bedding and throws area. We displayed our western sheets and throws, as well as, our basic quilts; such as our *Dottie* and *Stone-washed* quilts. We displayed them on cots that we purchased at the Army Navy store. Cots are an inexpensive way to display bedding in your store; they take up little space, and can easily be folded up and removed if additional floor space is needed.
5. We used our collapsible laundry basket, shopping baskets, and dry cleaning racks for display throughout the store. These items are great in any area of a store. Beverly can sell the one she has for display, or she can take special orders on them for her customers. (see the attached sheet for all the display items we stock)
6. We set up a catalog on the table in the room. This allows customers to place special orders for the Moda Home products. Provide a "wish list form" and encourage your customers to register for Moda Home items on the gift list. Also, these items make wonderful bridal registry items.



the schedule

*easy steps to schedule
your own makeover*

GRAND MAKEOVER TOOL AND SUPPLY LIST

General

- Cleaning products – Windex, Pledge, Carpet Spot Cleaner, etc.
- Cleaning tools – vacuum sweeper, broom & dust pan, blind/or ceiling fan brush, etc.
- Paper towels and soft cleaning cloths
- Potpourri and air fresheners
- Light bulbs
- Stools and ladders
- Hand truck or wagons for moving bolts and fixtures

Tool Box

- Hammers
- Screw drivers and cordless drill
- Pliers
- Saw
- Level
- Nails and screws
- Drop cloths, brushes and rollers, painter's tape and paint, if you are doing your own remodeling

Display

- Glue gun
- Large tacks & push pins
- Staplers
- Tape & Velcro
- Large cable ties
- Clothes pins
- Markers, paints, pen and papers for signage

Don't forget

- Bottle water and snacks for workers
- And a smile!

The 6 Week Calendar to a Fabulous Makeover

6 weeks out: Begin planning

5 weeks out: Delegate responsibilities to various employees and if needed, schedule a contractor

4 weeks out: Gather supplies – see list

3 weeks out: Prepare and mail flyer (*see sampler flyer*)

2 weeks out: SUPER SALE

1 week out: Mail invitation to top 100 customers for Grand Re-Opening Event

Super Sale Checklist

1. Define 2 days (Preferably a Friday and Saturday) 2 weeks prior to your Grand Makeover to hold sale.
2. Send flyer to all customers with calendar listing all dates of events. This is to be mailed 3 weeks prior to the Grand Makeover. We chose to use a calendar format as the mailer for a quick view of all the dates including the sale, dates closed and the Grand Re-opening.
3. One week before "Super Sale" start collecting all items and bolts that are older than one year and put together in a featured spot in store. Price at one price for the first day and a lower price for the second day.
4. Set up an extra cutting area for sale items. This will make customer service faster and easier.
5. Plan on making this an "event". Get T-shirts, balloons, refreshments, a door prize, and anything else you can do to create some excitement to entice customers to visit.
6. Be secretive about what will be done. This will encourage the curious to come back when the **Grand Makeover** is finished.



→
Quilter's Dream Staff

Sample Flyer



Quilter's Dream

Don't miss out on a minute of Beverly going through "the Change".

No, not that kind of change... The Moda Grand Makeover change!
It all begins with the

Labor Day Madness House Cleaning Sale on Sept. 4 & 5th.

Come early for the best deals.

Visit the store again during the "Shop Hop" Sept. 7,8,9 and 10th.

Quilter's Dream will be closed

Sept. 12-13 while Moda's Makeover team swoops in and works their magic.

(no peeking!)

Mark your calendar's NOW to join the staff of *Quilter's Dream* and the Moda Crew on Sept. 15th & 16th as they celebrate "the Change".

Fresh new fabrics, displays and of course refreshments!

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
3	4 Labor Day Madness Sale <hr/> 9 a.m. to 4 p.m.	5	6	7 <i>North Texas Quilt Shop Hop</i>	8	9
10 <i>Shop Hop</i>	11	12 <u>Store Closed</u> Grand Makeover	13	14	15 <i>Grand Reopening Celebration</i> <hr/> 9 a.m. to 5 p.m.	16

Trinity Valley Quilt Guild Presents: Conquering the West One Stitch at a Time Sept. 15-17. Be sure to put us on your travel schedule.

Store Phone: 817-481-7105