

Best Sellers

Fay Douglas, owner, Kizala, Croydon
A medium sized gift shop on a secondary site.

Category	Manufacturers/Ranges	Comment
Decorative Home Accessories	Widdop Bingham: special occasions;	Widdop Bingham sell difficult to source products to include first communion and confirmation gifts, as well as a fantastic collection of items for hen nights, weddings and gifts for the bridal party.
Jewellery	Inferno: silver; Hot Metal: silver	Modern, beautiful designs that are very stylish. Eye-catching designs and unique pieces.
Fashion Accessories	Jennifer Ulysees: across the board	The company offers beautiful lipstick cases, atomisers and mirrors. The new range features sophisticated women.
Greeting Cards	Second Nature: Champagne	Handmade cards for all occasions featuring beautiful designs at a good price.
Giftwrap	Globe Enterprise	The range includes a white cotton embroidered paper which is ideal for christenings, confirmations, communions and weddings.
Other Hot Hits	Metal Planet: albums; Kitted Out: wedding accessories	These are amazing sellers. There is an album for every occasion. They are stylish yet functional, and can double up as a signing book. Stylish, minimalist products for weddings.



Above: From Widdop Bingham's special occasion range of frames.

Angela Saunders, owner, Heaven, Locksbottom, Orpington, Kent
Small gift shop in a village location

Category	Manufacturers/Ranges	Comment
Decorative Home Accessories	Container Group: across the board; Metal Planet: keepsake boxes	Very designer-led products at good price points. Currently, these are the hot sellers in the shop!
Fragranced Giftware	Lily Flame: across the board; Stone Glow: Eco Wicks gel tumblers	The candles release a lot of scent and have very good burning times. These come in bright colours, with long burning times, and the fact that they are eco friendly is another selling point. Also, the wicks crackle when they burn which gives them added appeal.
Jewellery	Kathryn Stride: Austrian crystals Heaven: silver jewellery	The crystals make the necklaces, bracelets and earrings look special. The company also does beautiful hearts. The jewellery is very striking, and the company do lots of chakra stones too.
Greeting Cards	Five Dollar Shake: across the board	We couldn't be without these cards. They're so different. Our customers come in and ask for them. We have a big display that really catches the eye.
Giftwrap	Globe Enterprises	A very unusual range of beautiful handmade wrap, with gift bags and ribbons that co-ordinate.
Other Hot Hits	Hot Off The Press: glass nail files	This is a good pick-up line that come in a wide range of colours. The nail files last forever, and feature Swarovski crystals.



Right: Among Metal Planet's keepsake boxes.

Jane Hunnam, partner, Zest, Fernbank Shopping Centre, Crowborough, E. Sussex
A large lifestyle/fashion store in a small shopping centre.

Category	Manufacturers/Ranges	Comment
Decorative Home Accessories	Parlane: across the board; One World Trading: across the board	Beautiful lifestyle products that are very upmarket, yet at affordable price points. Very 'now' creamware. The rustic ranges work very well for us.
Fragranced Giftware	Ashleigh & Burwood: diffusers; Heaven Scent: bath range; Bomb Cosmetics: bath bombs	Wax Essentials is a best selling collection. The packaging and fragrance have a lot of appeal. Bath products sell well, especially the jasmine fragranced Cocoa & Shea Butter. Very appealing products that are not only impulse buys, but also attract repeat business.
Jewellery	Benor: designer	This jewellery comes from Israel, and comes in 'across the board' price points. It is beautifully made and very appealing to all age groups.
	Girls & Pearls: across the board	This is really popular for us. It's big, bold and colourful.
Fashion Accessories	Sight Station: sunglasses; Blonde Mania: leather handbags	Customers love the reading glasses which cover the zany to the minimalistic. The sunglasses are readers too, so people are buying them for their holidays. Very funky bags in fashion-led colours at the higher end of the market.
Greeting Cards	Woodmansterne: Fuscina range	There are cards for every occasion, and the Fuscina cards in particular have sold really well this summer.
Giftwrap	Globe Enterprise	Lovely handmade papers in beautiful colours.
Other Hot Hits	Little Black Dog: gift books	A great humour range, and a good pick-up line.



Top: Belize tortoiseshell sunglasses from Sight Station.
 Middle: Ashleigh & Burwood's reed diffusers.
 Right: Woodmansterne's Fuscina range.