

Holiday Displays

Here are the pictures of my Holiday display for our MI Director's meeting. I love the purple theme. I have found over the years that your display will look outstanding if you use 1 color as your theme & carry it throughout your whole table. You want your customers & friends to ooo & aah- what is this!

If you are interested in making some money & doing something more with your business in the next couple of months read on, if not enjoy pictures!

The purple cloth is 1 1/2 yds of organza on sale at Joanne Fabrics. I paid \$4 . I always always use a white tablecloth as my base then I can change color scheme each season. I have used a twin white flat sheet or check Walmart for a white tablecloth reasonable price.

The branches are from out back & sprayed silver. If you do branches: I had to use small vase filled with sand to get branches to stay upright-then placed small vase inside larger one. Then I used marbles & snow to cover small vase. I hung the lip balms from ribbon- have to take balms out of boxes otherwise too heavy.



Another idea for a center piece on your table instead of branches: gift wrap 2-3 graduating size boxes & tie with the beautiful purple ribbon. I will probably have to do this on my dining room table because the branches won't fit under my chandelier!

The purple ribbon from Michaels- on sale. I used 1 lighter purple ribbon that sparkles & 1 darker purple ribbon that was velvet embossed. The ribbon on branches was just a thin silver ribbon. The plastic ornaments I have saved over the years & had various shades of purples. I also used the mini ornaments in purple on the table along with a few bigger ones. Walmart is usually good price on ornaments.

Boxes are mostly MK boxes of different sizes. I even used some empty product boxes - Microderm is great sq box. You want to use different size boxes to create different levels to display your products. It creates a visual interest + gives you more table space for more products. I save boxes in large plastic tub to reuse all year!

The white & black boxes is gift wrap paper I bought last year from Hobby Lobby. I bought 3 rolls; 1- black with white polka dots, 1- white w/ black dots, & 1 with black scroll design they all coordinate so I can use all 3 designs in display or 1 design. It's a very large roll about \$8ea but I will have paper for years! I have used these boxes all year (this is 2nd year for boxes & paper) for different seasonal displays. All I do is change the ribbon that is wrapped around box & it's tapped on.

You can do a display on a smaller scale/card table & leave it set up so when your customers come to pick up orders or come for facial- you have a display that will draw their attention.

Decorate a large basket with handle with beautiful ribbon bow on side & line basket with piece of coordinating fabric & place products inside & carry this with you everywhere! Take it to all of your appointments- Dr.s ,schools, meetings, women love to browse & see what you have. Make sure you aren't selling to someone else's customer. Don't have the new products- use regular line products: eye pencils, lipliners & lip glosses are changing in Dec. Spa Lotions & Showers Gels are great gifts!



When I do a Holiday coffee/party at a Hostess's home I take 3-4 boxes, the white tablecloth + the purple one with me to create a mini display. I also take a card table if Hostess doesn't have one or dining table.



Taking the time to put together a display will make you look more professional, more excited about the holiday selling season & entice your customers to buy. Remember you are a retail store & retailers decorate each season because the eye buys.

Cute Gift idea from NSD Sherril Steinman

Take a cardboard tube (tube that you would mail a poster in may be able to buy at Post office) Cut tube in lengths a little longer than the foot & leg lotion. Put Foot & Leg Lotion & fuzzy socks wrapped in tissue inside of tube. Wrap tube in paper or tissue &

cello use enough length at ends to twist & tie with ribbon so it looks like a Tootsie Roll - Call your gift: Footsie Rolls . Charge \$12 without socks; With fuzzy socks \$16 . You could wrap up Body Lotions, Showers Gels or Hand Creams with stretchy gloves in a tube this way. Don't forget Coffe & Creams are great gifts for about the same price.

Hope some of these how to's help you with your best Holiday season ever!

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