

GIFT SHOP

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Fresh Ideas for Retailing Success

The Staying Power of Resort Retail

New Age ■ Private Label ■ Category Profile ■ Retail Today



SHANTI BOUTIQUE

in New York, NY, says yoga communities love their products. Ramakrishnananda's Gifts sells many different kinds of both hand-rolled and herbal resin incense. Customers purchase these not only for their scents, but also for their spiritual benefits, as offerings in certain cultures and for aromatherapy purposes. There are also a number of incense burners in the line, including carved soapstone bottles, as well as other products, such as statues, jewelry and CDs.

Everythingyoga.com, an online wholesaler, sells a wide variety of yoga products including mats, clothing and even yoga figurines in a variety of yoga postures.

Inner Peace Music wholesales many yoga music CDs for yoga practitioners. Within this category is their best selling title, Chakra Suite, having sold almost

700,000 albums. Retailers will also find music for relaxation, meditation and massage, among other categories. "The number of people who are interested and wanting [New Age] music is growing. It's a huge population base," says Halpern.

Event management

New Age stores not only offer products, they offer services to support them. The Crystal Garden hosts many events every month. In addition to their store, they have four showrooms to host these activities. At these events, customers can participate in yoga, tai chi, meditation, or learn how to work with crystals. Owner Margaret Ann Lembo says she teaches a lot of classes and it helps that customers buy products at these events.

SoulJourney offers classes as well, such as Totally Tarot and Sense and Spirit Saturday. Customers receive 10% off of all purchases made during classes. Liss also has psychic readers come in to the store for readings.

Journeys of Life offers several different kinds of services. For starters, there are half-hour to two-hour presentations that are conducted by local experts on topics from Feng Shui to using smudge to bless your house, all at a cost of \$20 or less. "These are topics we sell books or merchandise about," says Haller, who looks for partnerships with local experts to present these informational sessions.

Journeys of Life also offers workshops such as a seven-week series looking at the chakras. "You can sign up for all seven or drop in for one," says Haller. There are also author events, psychic readers,

