

International Folk Art Market

IFAM



Welcome to IFAM's
Mentor to Market Webinar Program:
Market Essentials for Today's Market

Goal: Create compelling visual and written content and use digital marketing tools to engage with customers.

The US Market Today: A perspective for international folk artists

Wednesday, Sept 2 at 11 am US Eastern
Karen Gibbs, ByHand Consulting

Branding Basics: Tips to create or enhance your brand message

Wednesday, Sept 9 at 11 am US Eastern Time
Marcella Echavarria

Photographing Your Product: Capture the beauty and quality of your artwork

Wednesday, Sept 16 at 11 am US Eastern Time
Jane Bernard

Digital Market Tools: How to stay connected to your customer virtually

Wednesday, Sept 23 at 11 am US Eastern Time
Gurmeet Kaur

WEBINAR #1

The US Market Today:
A Perspective for
International Folk Artists

Karen Gibbs




byhand

consulting



What we will cover:

1. Summarize key data about the US market today
 2. Highlight best practices from brands who are leading in the market today
 3. Share our recommendations for what global folk art brands can do today
- 

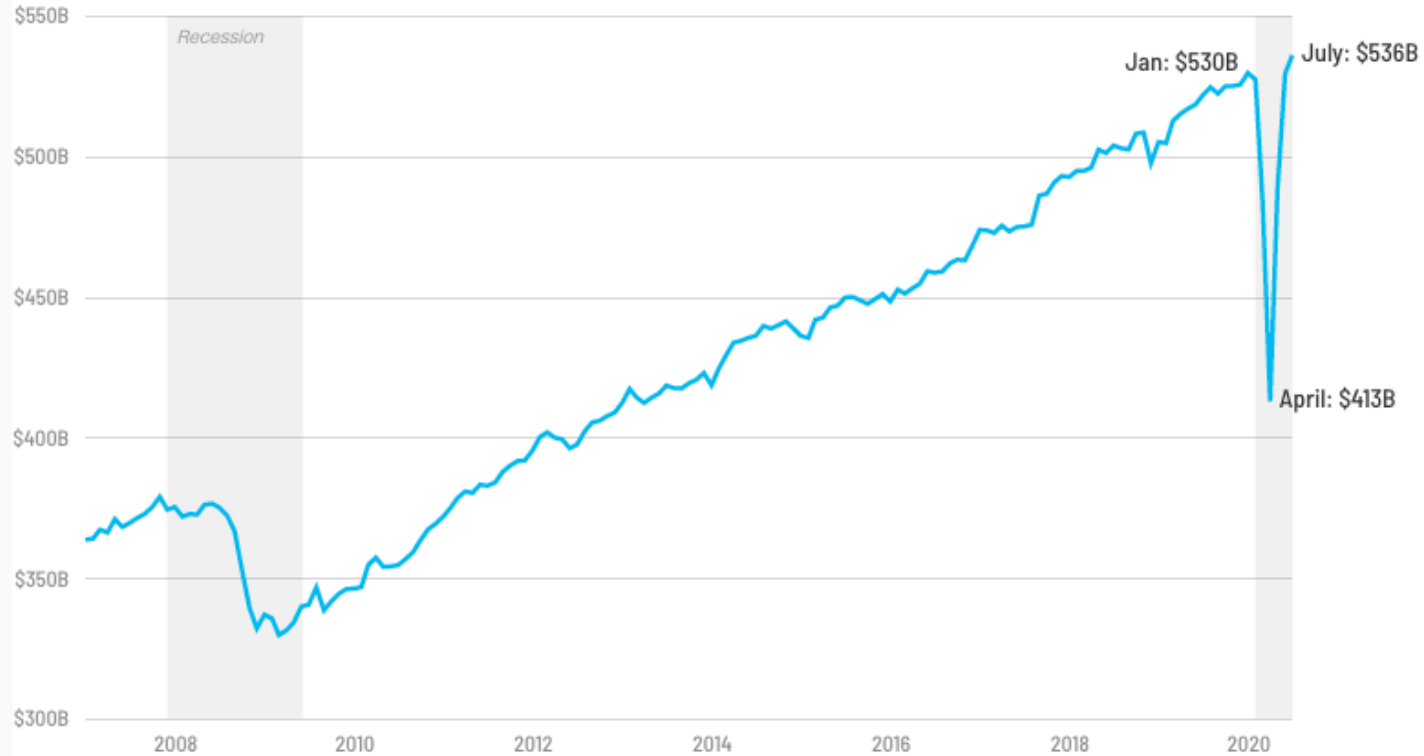
Uncertainty



US retail spending stages a quick comeback

Though other parts of the US economy are still struggling, retail sales are back to a pre-pandemic level.

■ Advance monthly sales for retail and food services



Note: Seasonally adjusted; An endpoint for the recession that began in February 2020 has not yet been determined.

Source: US Census Bureau
Graphic: Tal Yellin, CNN

US retail sales declined significantly in April.

As of July, US retail sales have returned to pre-pandemic levels.

The way US consumers shop is changing.



People are spending more time and money shopping online.

“Non-Store” retail sales have increased by 25% (July 2019 vs July 2020)

Department stores & shopping malls are struggling;
legacy stores are declaring bankruptcy.

The Death of the Department Store: 'Very Few Are Likely to Survive'

Shuttered flagships. Empty malls. Canceled orders. Risks of bankruptcy. The coronavirus has hit the behemoths of the retail world.



Pier 1 imports

Neiman Marcus


Brooks Brothers

Sur la table

J. CREW

JCPenney

What US consumers are buying is changing.

Sales are **STRONG** or **INCREASING** for:

- Building & garden supplies
- Grocery stores
- Sporting goods
- Hobby & craft stores
- Musical instrument

Sales are **WEAKER** or **DECLINING** at:

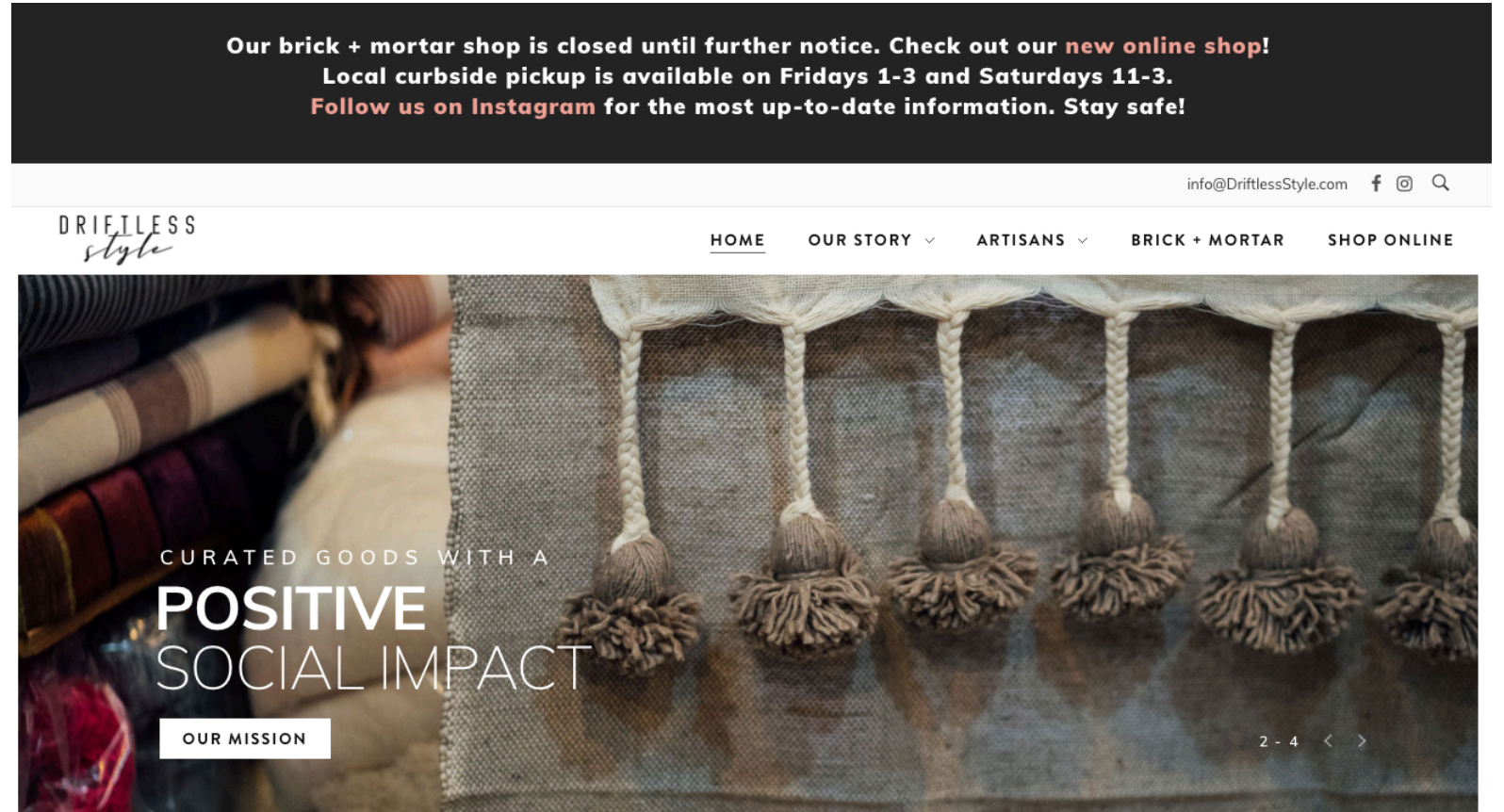
- Department stores
- Clothing stores

Despite all the uncertainty and bad news, there are some bright spots. What are those retailers doing?




#1. INVESTING IN DIGITAL

Brick and mortar stores opening or expanding online shopping.



Engaging customers with videos and content about lifestyle, techniques, story



Instagram post from **goop** (Verified) • Following. The video shows a woman standing in a well-organized closet. The video player shows 0:00 / 3:26.

goop You Asked, @alipew
Answered: How to Organize Your Closet.
22h

thesimpleform Too much time and money wasted if you are tossing clothing after 30 days. Not environmentally sustainable or conscious. Please don't promote this behaviour.
21h 37 likes Reply
View replies (5)

beckyfast 30 days!? That's a bit rash... 😊

84,647 views
22 HOURS AGO

Add a comment... Post



Instagram post from **injiri** (Verified) • Following, West Bengal. The image shows a close-up of a traditional weaving loom with colorful threads.

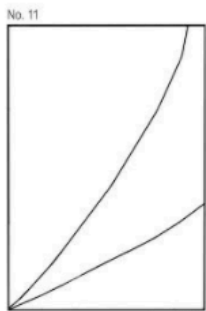
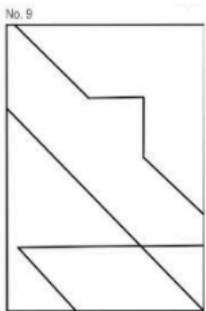
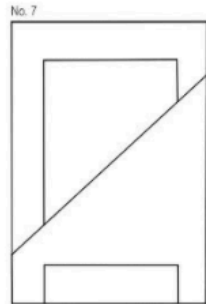
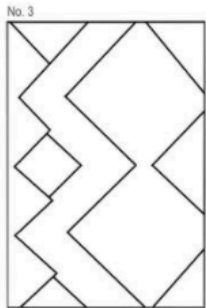
injiri A technique from West Bengal that Injiri has been working with for over ten years is jamdani. We work with a set of weavers who have expertise of this traditional weft inlay technique that is typically used on a sari. Jamdani is a discontinuous extra weft technique where the weavers incorporate supplementary weft to create the motifs. On the surface of the fabric in progress, one would often find several polished bamboo sticks wrapped with various colours of yarn, the weaver constantly switches these colours as per the design in his mind. He inserts these extra weft yarns which is followed by a shuttle carrying the base weft yarn. They do not make use of anv tracinia or arahbs. rather

Liked by **sproutenterprise** and **1,026 others**
1 DAY AGO

Add a comment... Post

Fun connections!

TANTUVI



TANTUVI

Hi Friends!

We are debuting an exciting new feature on our website launching late next month and I would love to include you in the process.

In anticipation of the launch we created a weekly contest, an at home creative exercise, that I hope you will participate in.

It's a fun simple creative activity for everyone and you might win a 3x5 cotton rug of your design. It could be fun for kids of all ages. I would love to see what you come up with.

Here's how it works!

- Print out or digitally use our templates to create Tantuv rugs in your color way (Attached below)
- Tag us on Instagram to be entered and use #TANTUVIatHome or email us
- Every Friday at Noon we will announce a winner
- Each winning design will be produced this Fall in a 3x5 cotton rug and sent to you once complete

Fun connections!



Maptote

Maptote, Brooklyn based accessories brand is spreading positivity and unity throughout the NYC community during this tough time with their coloring book pages and their easy no- sew face mask tutorial demonstrating their bandanas can easily be transformed into masks, available via their blog.



#2. PRODUCT INNOVATION

Producing products for **SAFETY**

LVMH Is Making Free Hand Sanitizer to Help French Hospitals Fight Coronavirus [Updated]

Here's everything we know about the company's new mission.

BY NICOLA DALL'ASEN
March 19, 2020



Fashion company partners with body armor manufacturer to make surgical gowns

By Kevin Sheehan and Julia Marsh

April 6, 2020 | 2:01pm | Updated

Fashion co. partners w/ body armor manufacturer to make hospital gowns in Brooklyn Navy Yard



American Distillers Are Making Top-Shelf Hand Sanitizer

| WATER OF LIFE |

Faced with the rapidly spreading coronavirus, distillers across America have started to make hand sanitizer, but how long can they continue to do it?



Wayne Curtis | Updated Apr. 02, 2020 2:07PM ET / Published Mar. 30, 2020 4:46AM ET



Ken Betancur/Getty

FACE MASKS

Anchal's organic and vintage cotton face masks are made from two layers of quilted fabric. The dense weave of this durable cotton barrier provides protection and breathability. Anchal's cotton bandanas also make for a versatile face mask option that can still be worn when COVID-19 pandemic ends. [You can learn how to make your own Bandana Mask here.](#) All masks are washable and reusable.

SORT BY: Filtered
FILTER BY: All



ORGANIC COTTON FACE MASK - CHARCOAL
\$ 20.00



ORGANIC COTTON FACE MASK - BONE
\$ 20.00



ORGANIC COTTON FACE MASK - NAVY
\$ 20.00

TRIBAL TEXTILES

ETHICALLY HANDCRAFTED IN ZAMBIA

Face Masks



#2. PRODUCT INNOVATION

“WFH” (Work From Home)

ANTHRO

ANTHROPOLOGIE

WORKS
FROM
HOME



01.

We're surrounded by color that sparks creativity, in outfits that lift our spirits.

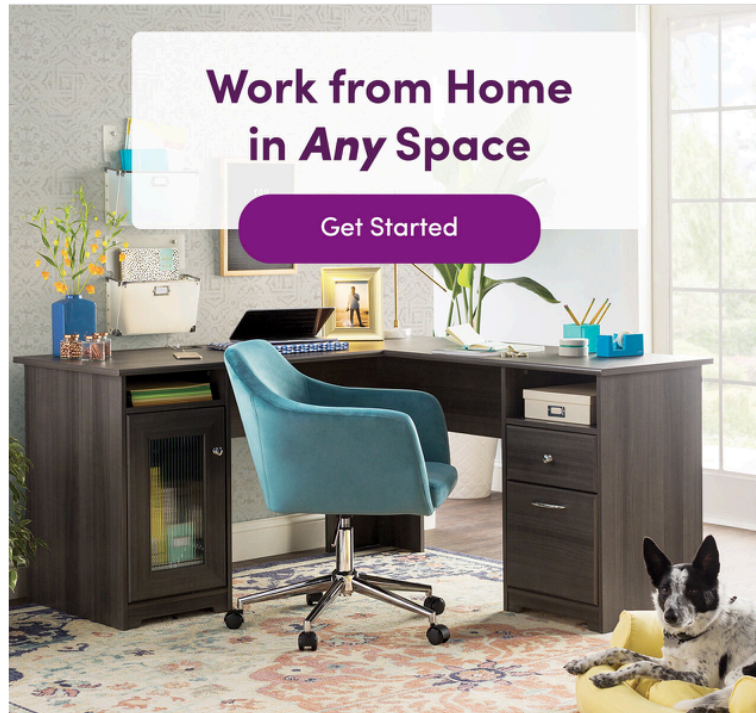
[SHOP THE WORK-FROM-HOME EDIT](#)

wayfair

Furniture | Décor | Rugs | Lighting | Sale

Work from Home
in Any Space

Get Started



Crate&Barrel

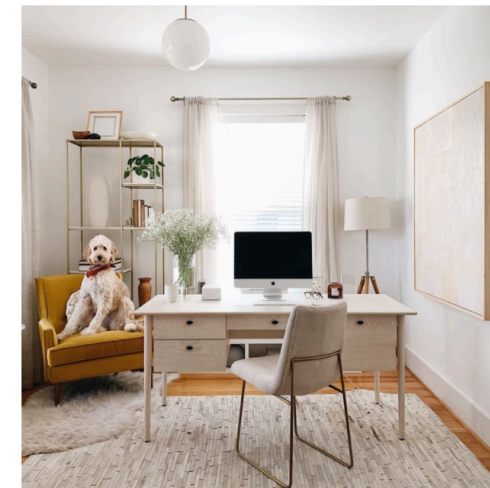
hen Decor Rugs Lighting Bed & Bath Holidays & Gifts Sale

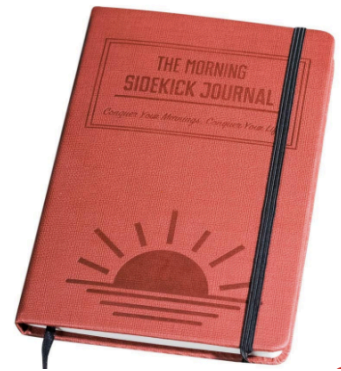
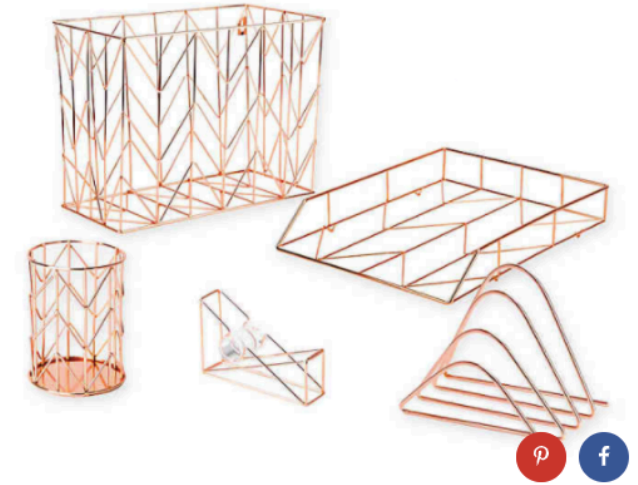
The Big Outdoor Sale | Up to 20% off Furniture & Decor | 20% off Le Creuset | SEE ALL OFFERS

Tips And Tutorials > Pro Tips To Make WFH Work For You

Pro Tips to Make WFH Work for You

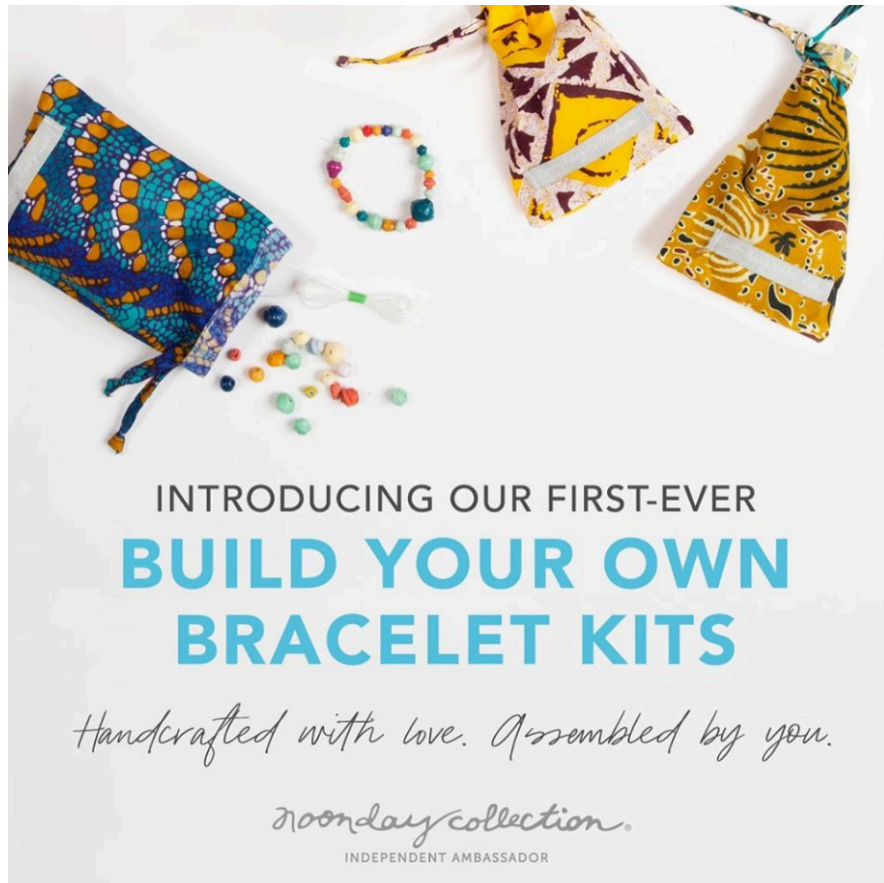
At Crate and Barrel, many of us—like you—are working from home for the first time in a long time, if ever. We're happy to report we found a great resource for home office success: our very own coworkers. Read on for their advice on that #WFHlife.

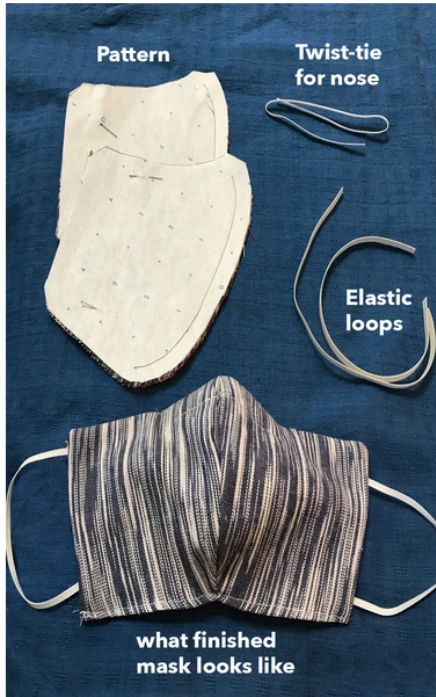




#2. PRODUCT INNOVATION

Puzzles, Games, Craft Activities





DIY Mask Kit

\$18

DEFAULT TITLE

ADD TO CART

Includes woven fabric for 4 masks, elastic and 4 twist-ties. Requires a sewing machine or hand-sewing ability. The style of fabric is based on availability. To choose your own fabric, look at our in-stock fabrics.

Youtube lessons:

Sewing the mask using interfacing and a sewing machine:

Browse by:

All Fun + Games

Novelty Gifts + Toys

Plushies

Video Games

Card + Board Games

DIY + Activities

Puzzles

Sports + Outdoors

Party Supplies + Decorations

Filter by:

Size +

Color +

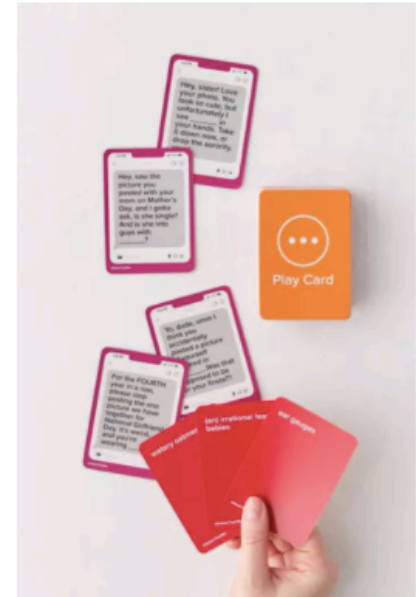
Brand +

Fun + Games 450 results



Peanuts 1000 Piece Puzzle

\$22.00



Slide Into The DMs Card Game

\$20.00



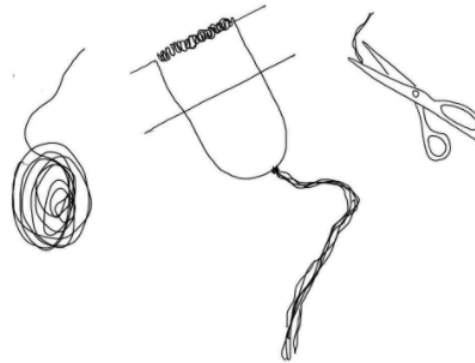
M E S O

DIY Collectible Wall Hangings

In these times of uncertainty, we must remain positive, strong, and keep supporting small businesses around the world who create a positive impact in the communities they work with.



This is why we have created this limited edition DIY wall hanging kit to keep supporting our customers and our artisan partners.



This edition supports artisan work and creates sustainable income for our partners. To join efforts and support the PPE initiative by NEST we are also donating 15% of our sales to provide protective equipment to our artisan partners to battle COVID-19.



Each kit includes one geometric iron gold structure and 3 colors of natural hand-spun wool made by artisans in Momostenango Guatemala.

Wholesale price - \$24.50 (Fob Guatemala)

Minimum Purchase 6 units.

[Make your order today :\)](#)

#2. PRODUCT INNOVATION

Self-Care & Comfort

**bright
endeavors**

Inspire Your Space

Scents of fresh flowers inspire any room in your home, inviting you to breathe in and look forward to all the blooms of Spring. Gift to loved ones to brighten their homes and create new energies.



Shop
Lavender
Sprig

For Restoration

The calm and soothing Lavender Sprig exudes peace and tranquility for an evening wind down.





#2. PRODUCT INNOVATION

- Cook at home
- Home essentials
- Family time
- Exercise
- Gardening



Is there a “silver lining”?

PODCASTS

The BoF Podcast: Li Edelkoort Says the Coronavirus Is a Representation of our Conscience

In the latest special edition of the BoF Podcast, the Dutch trend forecaster says that the coronavirus pandemic is bringing to light what is wrong with society, teaching us to slow down and to change our ways.



Li Edelkoort | Photo: Thirza Schaap

VOGUE

Could COVID-19 Usher in a New Era of Responsibility in Fashion? An Urgent Opportunity for Sustainability and Ethics



SUSTAINABILITY

POTTERY BARN POTTERY BARN KIDS POTTERY BARN TEEN WILLIAMS SONOMA WILLIAMS SONOMA HOME WEST ELM MARK AND GRAHAM REJUVENATION

GOOD BY DESIGN

From our factories to your home, we strive for quality, safety and sustainability—for the planet we share, the people we serve and the purpose that unites us.

[READ OUR REPORT](#)

OUR PILLARS



Shift Your Organization from Panic to Purpose

by [Scott Goodson](#), [Ali Demos](#) and [Charles Dhanaraj](#)

April 27, 2020

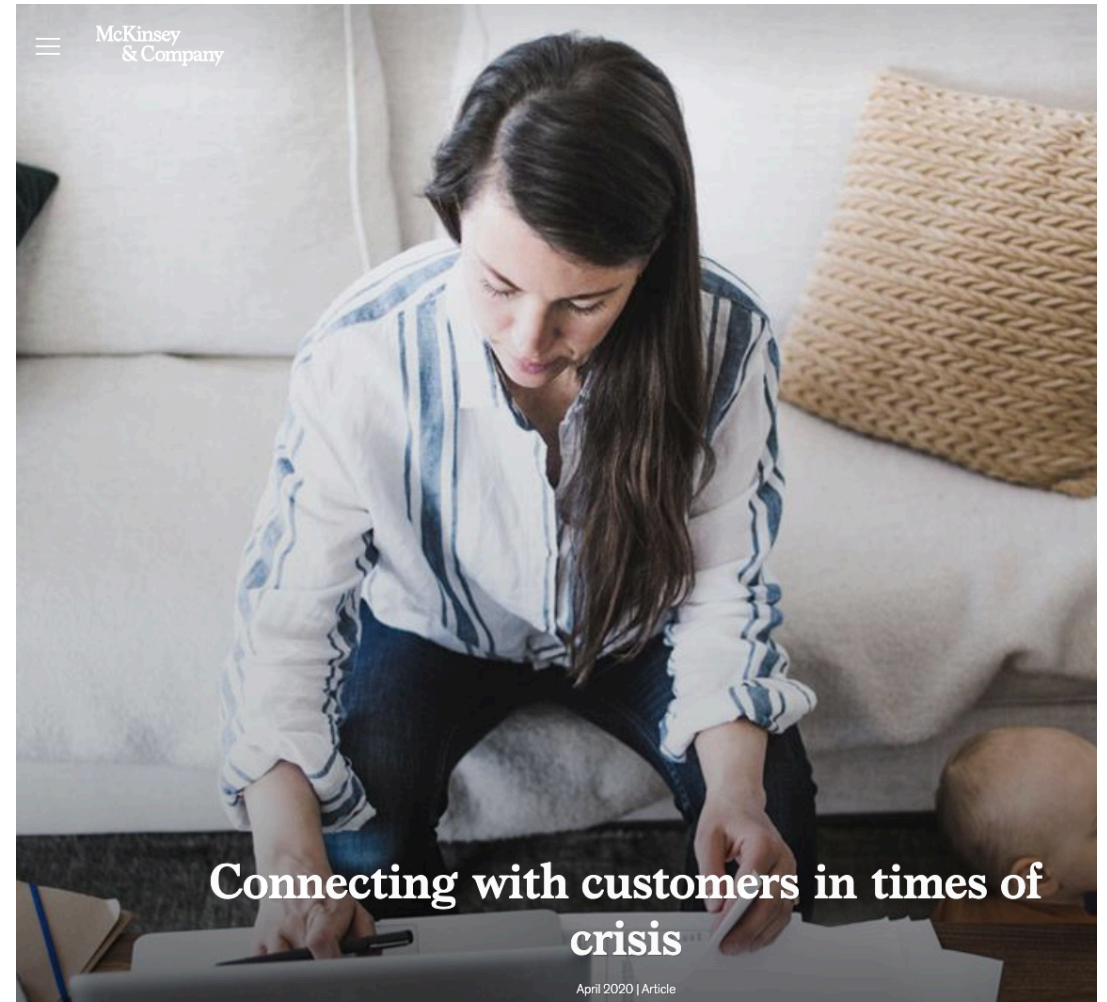
[Summary](#) [Save](#) [Share](#) [Comment](#) [Print](#) [\\$8.95 Buy Copies](#)



“(re)activating your purpose can provide stability to your people and forward momentum for your business”

What can global artisan businesses do right now?

CONNECT WITH YOUR CUSTOMERS!

A woman with long dark hair, wearing a white and blue striped long-sleeved shirt and dark pants, is sitting on a light-colored sofa. She is leaning forward, focused on writing on a white notepad with a black pen. The background shows a textured, light-colored wall and a woven basket. The overall mood is calm and focused.

McKinsey & Company

Connecting with customers in times of crisis

April 2020 | Article

During the COVID-19 pandemic, companies that lead with empathy and genuinely address customer needs can strengthen relationships.

Key Messages to Share with your Customers:

1. EXPLAIN & DEMONSTRATE:

- What are you doing to respond to the crisis? Your production, workers, community.
- State your company values & purpose, and how you are fulfilling them now.

2. EMPATHIZE & INNOVATE:

- Let them you that you care. *"We are in this together."* *"We are here with you."*
- Suggest product innovation or offers that meet current customer demand.
- Offer to create or produce content for their social media.

3. PREPARE:

- Maintain contact -- stay top of mind.



Dear Colvin,

The fear of spreading sickness, the financial insecurity and small business closures are making this a trying time for so many. We wanted to check in with you to see how you and your community are coping with this pandemic. We hope you and your loved ones are safe.

OUR RESPONSE

- Health professionals trained our team on the virus & how to avoid the spread.
- A break from the store and workshop, giving our full-time team paid leave for 30 days.
- A skeleton team will be working from home where possible using Slack and What'sApp.
- Piece-rate beaders will return to the isolation of their remote villages, taking orders to work on and receiving data bundles so we can keep them informed of what's happening in the city.



IMPORTANT

There is a slight delay in the receipt of existing orders due to country lockdowns around the world.

While we have worked out a system to get completed orders out, we will need to keep customers individually posted on the status of their order.

Please bear with us as we work on getting updates out as fast as we can.

OUR REALITY

The impact of this global pandemic is that the most vulnerable people will be hit the hardest, both health-wise and financially.

Our beaders are going back to their villages to isolate, but they risk having no access to medical treatment if needed, no access to running water or sanitation, and very minimal income opportunities.

Our hope is that after the next 30 days, we can come back and work together again to ensure the women can continue to send their children to school and buy food for their families.

We will keep in touch over the coming weeks to update you of our plans moving forward.



handmade with love

SIDAI

As our mother earth has come to a halt, countries sealed, continents shut; it's so unprecedented that a virus has made us Humans "distance" ourselves from Humans to stay safe ! Life is at a standstill.

We at Sasha, pray for all our dear Partners all around the globe. We sincerely hope that all of you are able to keep the menace of Covid-19 at bay.

This has made us stay indoors, glued to our phones and laptops while our Artisans are at a loss of work. While the home-based artisans are working with what's available indoors, the community workers can't step out to earn their livelihoods.

With so much gloom around, there's one real positive that's for all of us to behold. And that is -

WE ARE ALL IN IT TOGETHER.

And we are more than sure, through the right **Caution, Resilience** and **Solidarity**, together we will defeat this peril and **sustain** ourselves.

Talking of **sustenance**, our Team of Designers and Artisans have been instrumental for months in brainstorming and putting together a **Catalog of Sustainable Products** that are **Fair Trade**, that respect the **Environment**, and are the **need of the hour**.

Here's a glimpse of some of our products.

Stay safe. Reset. Sustain. Think far. Live Fair.

We are living on this planet as if we had another one to go to."



**SUSTAINABILITY
IT IS.**

BAMBOO
JUTE
SHOLA
WOOD
CANDLES
LOUNGEWEAR

"The best way to predict
your future is to create it."

- *Abraham Lincoln*

Thank you!

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Other Resources:

- The Robin Report - <https://www.therobinreport.com/>
- McKinsey - <https://www.mckinsey.com/featured-insights/coronavirus-leading-through-the-crisis>
- Nest's Covid-19 resource page - <https://www.buildanest.org/covid-19-response/covid19-resources/>