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 Time
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
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 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.
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
Fun connections!

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 excersice, 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 Tantuvi 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]

Fashion company partners with body armor manufacturer to make surgical gowns

American Distillers Are Making Top-Shelf Hand Sanitizer
FACE MASKS

ANCHAL’s organic and vegan cotton face masks are made from two layers of quilted fabric. The dense weave of the quilted cotton ensures protection and breathability. ANCHAL’s cotton handwoven face masks are a versatile face mask option that can still be worn when COVID-19 pandemic ends. You can learn how to make your own Reusable Mask here. All masks are washable and reusable.

ORGANIC COTTON FACE MASK - CHARCOAL
$20.00

ORGANIC COTTON FACE MASK - BONE
$20.00

ORGANIC COTTON FACE MASK - NAVY
$20.00
#2. PRODUCT INNOVATION

"WFH" (Work From Home)

ANTHRO WORKS FROM HOME

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

Crate & Barrel

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 how to WFH.
#2. PRODUCT INNOVATION

Puzzles, Games, Craft Activities

INTRODUCING OUR FIRST-EVER
BUILD YOUR OWN BRACELET KITS

Handcrafted with love. Assembled by you.

Noonday Collection
INDEPENDENT AMBASSADOR
DIY Mask Kit

$18

Includes woven fabric for 4 masks, elastic and 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:
MESO

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

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”?

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.
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

“(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!

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 know 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 WhatsApp.
- Piece-rate beadiers 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 beadiers 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.

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

- Abraham Lincoln

Thank you!

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Other Resources: