



Our
Big Shot Cups
As seen in
Giftware News



Man-sized "Big Shot" cups from Oré Originals Living Goods Etched Collection. These are short and broad, with a distinctive low profile and bold embossing. Measuring 3 inches in diameter by 2 inches tall, the white porcelain cups are dishwasher safe. (www.oreoriginals.com)



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Electronic stores, like Best Buy, are seeing a surge in male patronage because of the "male drive." Gift shops and stemware report that men will look to find ice tongs, bar tools, and other bar items that they can use with their new purchases.



At Earth Rugs, there are many braided mats and floor treatments for a dad's den or private retreat. The 20-inch by 30-inch "Flying Mallards" braided rug is a classic manly design. (www.earthrugs.com)

BOOKS ARE BIG. One of the most successful male-centric Internet sites is Amazon. Men like to read, and they like to read about what they plan to read! Men will read instructional manuals and follow printed directions. They won't just "wing it." If you have books or magazines that are reflective of your inventory, you can create a display that features both and will get men to stop by to explore. For instance, if you have cuff links and martini glasses at your shop, why not team them up with James Bond thrillers or some other espionage hero? Men will gravitate to the recognizable super spy and then see the merchandise that mirrors these macho men. If you sell beer recipe books or barbecue tips, couple them with inventory that keys into those categories as well.



"Plywood Playing Cards" are designed by Areaaware for competitive gaming and imaginative free play. Made of birch plywood, the cards' interlocking slots allow the user both to build creations with the deck or engage in basic card playing. (www.areaaware.com)



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