



## "People wear accessories to make statements and change the look of any outfit."

I feel like Dorothy in the Land of Oz as I tour the colorful land of Funky Junque of Northbrook, IL, which offers a staggering array of accessories for girls to specialty boutiques. As I walked around the dazzling showroom - spotting purses, jewelry and hairpiece treasures - I feel like a little girl once again.

Funky Junque has built its success on a simple truth: Girls love accessories.

Inspired by the juniors market, visionary partners President Linda Wolff and Chief Executive Officer David Dermer offer unique accessories at reasonable price points, as well as first-rate customer service. The company recently doubled its office space to include the dedicated showroom.

"Accessories sell everywhere. They are different than clothing because most of our items don't have sizes. This significantly reduces the amount of inventory a retailer needs to commit to an item," says David. "The same necklace can be purchased by a kid, tween, teenager and mother who want to be fashion-forward."

They sure do - which helps explain why accessories are selling fast despite the current economy. "Even in today's difficult economic times, girls still need to get gifts for others and for themselves," says Linda. "Funky Junque's reasonably priced fashion accessories for girls of all ages are still selling well. Our sales continue to grow. David adds, "Sixty percent of our items have a suggested retail price of less than \$20, which, many retailers have commented, is the key price mark for accessories add-on sales."

# MUCH ADO ABOUT ACCESSORIES

"We like to 'accessorize our retailers' cash registers' – and accessorize their bottom line."

Linda and David agree that these important wardrobe additions encourage self-expression and individuality. "People wear accessories to make statements and change the look of any outfit," says Linda, who designs the company's unique offerings.

Making a powerful statement is Peace, the company's most popular line. The Peace collection sports the famous 1970s peace symbol or the word, 'Peace' on anklets, bags, belts, bracelets, earrings, hair accessories, hats, necklaces, rings, scarves and watches. "Peace has been the hottest trend in fashion accessories and Funky Junque has over 100 Peace items," Linda says. She and David attribute Peace's popularity to a huge 1970s-style resurgence, thanks to Baby Boomer parents, as well as a renewed sense of patriotism.

Funky Junque's items also reflect the public's passion for wildlife conservation and a revitalized environmental consciousness. Right now the company is launching a new line of animal-themed knitted winter accessories. Jungle gLoves & Hats are decorated to resemble the head of an animal, with matching paw mittens. Animal Blingdom features a variety of hinged velour animal-shaped boxes, each of which contains a necklace and pendant with genuine crystals.

## ONE-STOP-SHOP

Funky Junque's success also comes making retailers' jobs easier. For example, the company has branded its name – not the accessories. With no Funky Junque label on any merchandise, retailers can set their own prices without worrying whether customers are comparison shopping based on the prices of labeled items.

Linda says, "We are a one-stop-shop," emphasizing that the company sells accessories and display sets, plus offers merchandising help to boutiques. She is thankful for the company's excellent customer service personnel, who work closely with retailers.



Linda Wolff

Funky Junque focuses on making it easy for clients to purchase products. Their toll free number - 877.494.5678 - is easy to remember. The company's password protected user-friendly website allows only approved retailers the opportunity to view our products wholesale pricing and order 24/7. David acknowledges that trade shows are an irreplaceable venue, adding, "But with the high cost of travel these days, many customers need other viable options to buy." The company recently added videos to its website, [www.Funky-Junque.com](http://www.Funky-Junque.com), providing a three-dimensional view of some of their newest and best-selling accessories so that clients better visualize merchandise.

Linda and David exude passion for making people happy – from their clients to their end-customers. "When people go into a store, they want to buy something - they want their 'shopping buzz,'" says David, adding that these small wardrobe enhancements sell well when they are "at the right price point, at the right place, near the cash wrap. We like to 'accessorize our retailers' cash registers' – and accessorize their bottom line."

Funky Junque proves that really special things really can come in small packages.

-Written by Beth L. Gainer 