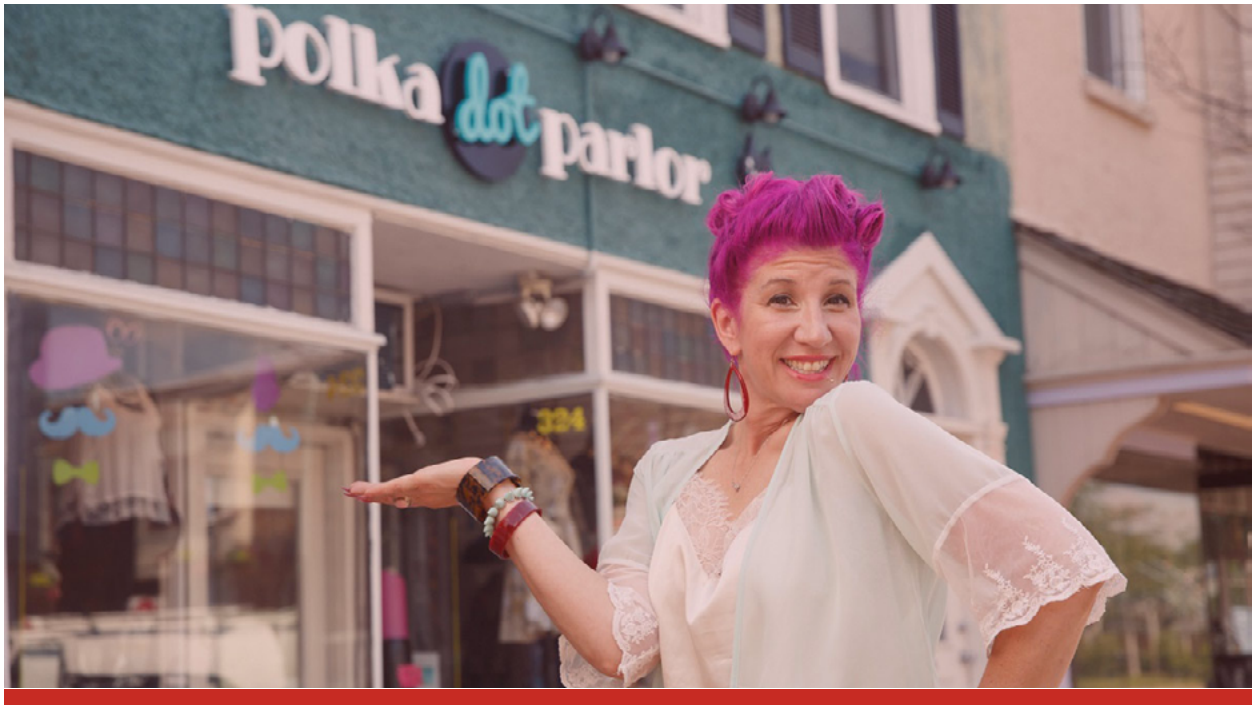


# Funky clothing retail shop gets a makeover



Paulette Kirk Kasmer opened Polka Dot Parlor to encourage women of all ages to explore their sense of fashion in a fun, supportive environment. Between the steady rotation of new merchandise and Paulette's eye for curating the perfect outfit, customers walk out of her shop with a fresh look and a spring in their step.

"I love that I can help women and girls with their body image, combining fashion, positivity and laughter," she says.

Since opening, Paulette has taken steps to build her shop's client base while also attempting to sell her products online. As the only clothing retailer in downtown Bristol Borough, Paulette was looking for help to encourage potential shoppers to make a special trip to her store.

## Establishing a memorable brand

Realizing how challenging those first months in business can be for retailers, the marketing team from Deluxe outlined a plan to trigger repeat visits to the shop, while also boosting Polka Dot Parlor's brand to accelerate word of mouth. Everything would need to come together to help Paulette capitalize on the retail industry's busiest season — the holidays.

After an initial call with Paulette, the Deluxe team quickly went to work on strengthening Polka Dot Parlor's visual brand — both inside the shop and online.

## Designing a new logo

Polka Dot Parlor's original logo was steeped in Paulette's whimsical personality as well as her love for cats. While the design expressed the fun spirit of the shop, its many colors and design elements felt crowded and failed to communicate the boutique's brand.

### Polka Dot Parlor logo:

**before**



**after**



The new logo aligns with the Parlor's identity. The simplified format also ensures the logo looks great in all formats, whether it's printed on a big sign or a tiny business card.

## Extending the brand to print marketing

With a new logo in hand, it was time apply it across multiple customer touchpoints to unify and strengthen the shop's brand, including professional business cards and postcards.



Deluxe also developed custom packaging to turn a Polka Dot Parlor purchase into a walking billboard.



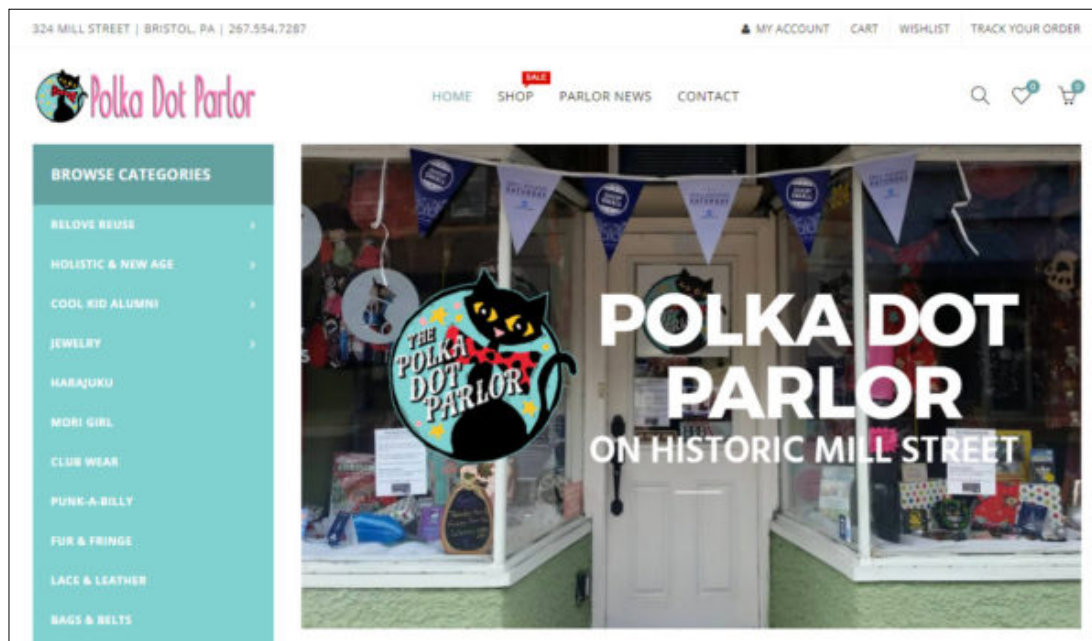
"My new packaging makes my store and all my clients stand out," says Kasmer.



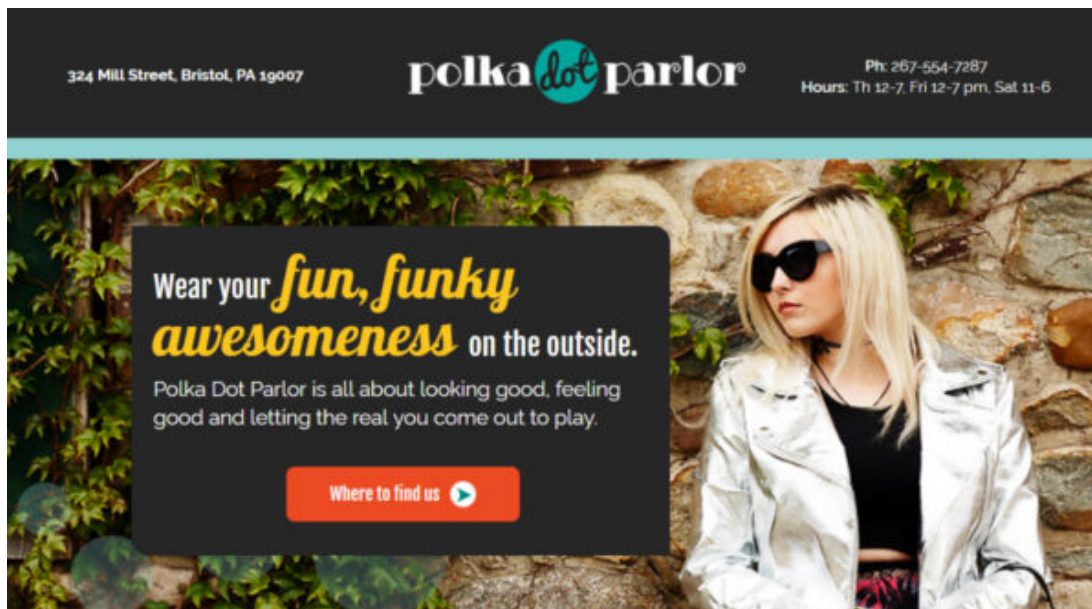
## Extending the brand online

Shortly after launching her business, Paulette hired a web designer to build an eCommerce website to sell products. But after several months, Polka Dot Parlor struggled to attract business online, and had yet to make one sale. The web team at Deluxe suggested a different route, and proceeded to design a site geared toward storytelling to prompt store visits and boost social and email followers.

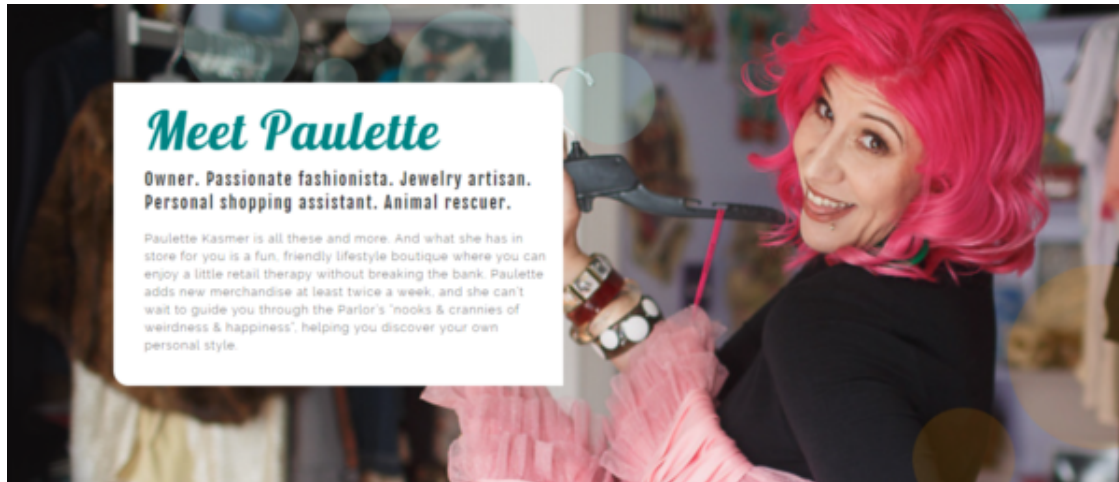
## Old website did not mirror Polka Dot Parlor's brand



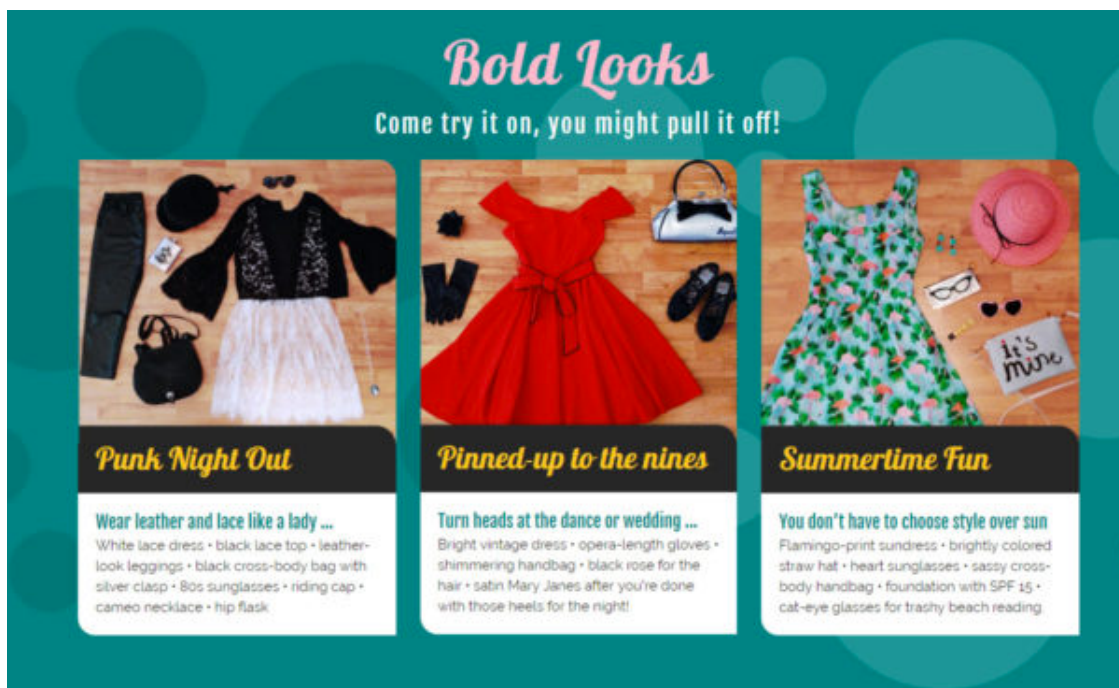
## New website captures the personality of the shop



## New website showcases the owner's personal style and welcoming vibe



## New website showcases the owner's personal style and welcoming vibe



## Launching an email marketing strategy

Implementing an email program is one of the most cost-effective marketing strategies for any small business looking to generate repeat business. Deluxe encouraged Paulette to build an email list, simply by placing a notebook at their register where customers could sign up for email updates. Within a month, Polka Dot Parlor collected nearly 100 email addresses – an adequate volume to launch the shop's first email featuring a downtown sale event.

Deluxe also helped Paulette plan her email strategy for the entire year, coordinating the promotions with in-store sale events and window merchandising strategy.

### POLKA DOT PARLOR PROMO CALENDAR

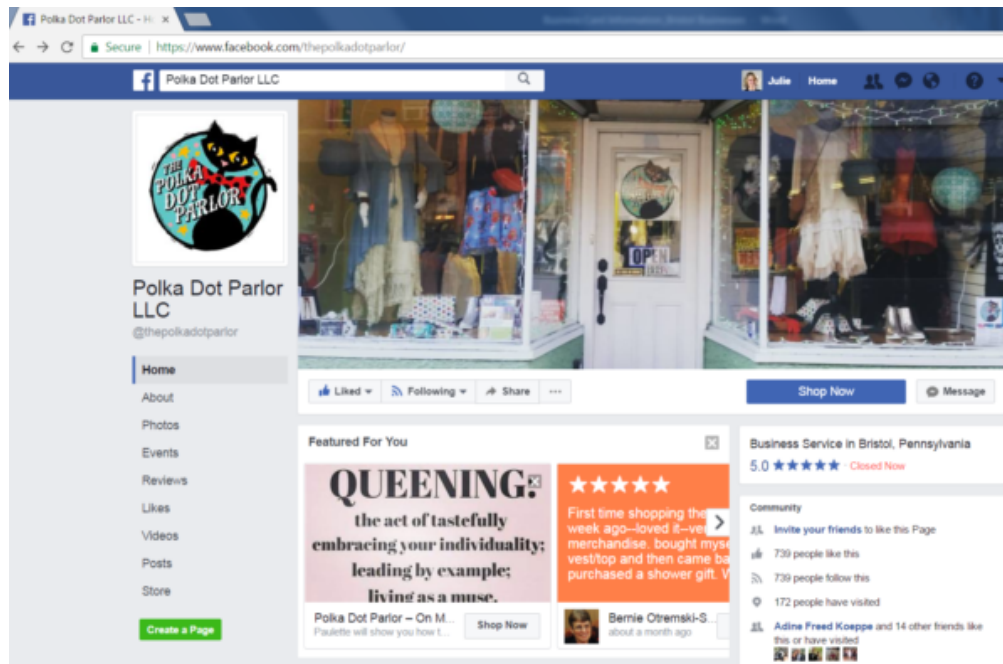
	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV
<b>WINDOW STAGING</b> change quarterly backdrop, props, furniture keep it simple so the clothes are the star	snow, white, icy blues, shiny sleds, wolves, cardinals birch trees, pine trees, pinecones, icicles, ornaments fireplace, quilts, knits			raindrops, umbrellas flowers, butterflies cruiser bicycle kites, pinwheels			white, light, bright, tie-dye palm, sun shapes, pool toys, beach balls, diving board popcicles, ice cream cones			warm colors, wood, harvest, hay apples, pumpkins, leaves chalkboards		
<b>LOOKS</b> change as often as feels right, but don't force it seasonally relevant styling and outfit ideas	cozy clothes Xmas party or NYE dress up	New Year, New You take a fashion risk	romantic winter date cruise or vacation wear	Saint Patrick's Day party outfits cabin fever — going out outfits	rain gear Easter dress up motorcycle style	Derby dress up picnic style summer prep style	beachy style get ready for the 4th	grilling out gear pool party camping	back-to-school retro-chic trends (US Open)	cool weather comfort scarves sweaters leggings	skull gear goth style Halloween prep	fall formal flannel winter gear boots
<b>EVENTS</b> watch for local events to spread the word about Polka Dot (i.e. ensure you are open, hand out fliers) donate ensembles, dress up street teams to show off clothes, pop-ups stores, etc	Holiday Tree Lighting Holiday Parade Santa on Mill Street						06/16/17 Delaware Canal Festival 06/23/17 Jazz on the River 06/25/17 Celtic Heritage	07/22/17 Puerto Rican Festival 08/19/17 Africa American Day	09/09/17 Italian Day Festival 09/16/17 Doo Wop Concert	10/21/17 Historic Bristol Borough Day		
<b>EMAILS</b>	W1: Holiday Dress Up W2: Gift Ideas W3: Last Minute Gift Ideas	W1: Fashion Resolutions W2: What's New & POP W4: Winter Sale	W1: Valentine Dress Up W2: Valentine Gift Ideas W4: Winter Vacay Dress Up	W1: What's New (Spring) W2: St. Patty's Dress Up	W1: Easter Dress Up W3: Moto Wear W4: Spring Sale	W1: First Friday/Derby Dress W2: Mother's Day W4: Picnic Dress Up	W1: First Friday W2: Father's Day W3: Summer Wardrobe Event W4: Summer Sale	W1: First Friday and July 4th W2: Puerto Rican Dress Up W4: Summer Sale	W1: First Friday W2: Back to School/What's New W4: What's New @PDP	W1: First Friday W2: Italian/Doo Wop Dress Up W4: What's New @PDP	W1: SBB Teaser W2: Grand Opening (Historic Day) W4: Halloween Dress Up	W1: What's New @PDP W2: Holiday Dress Up W3: Black Friday/Small Biz Sat

## Building a social media content strategy

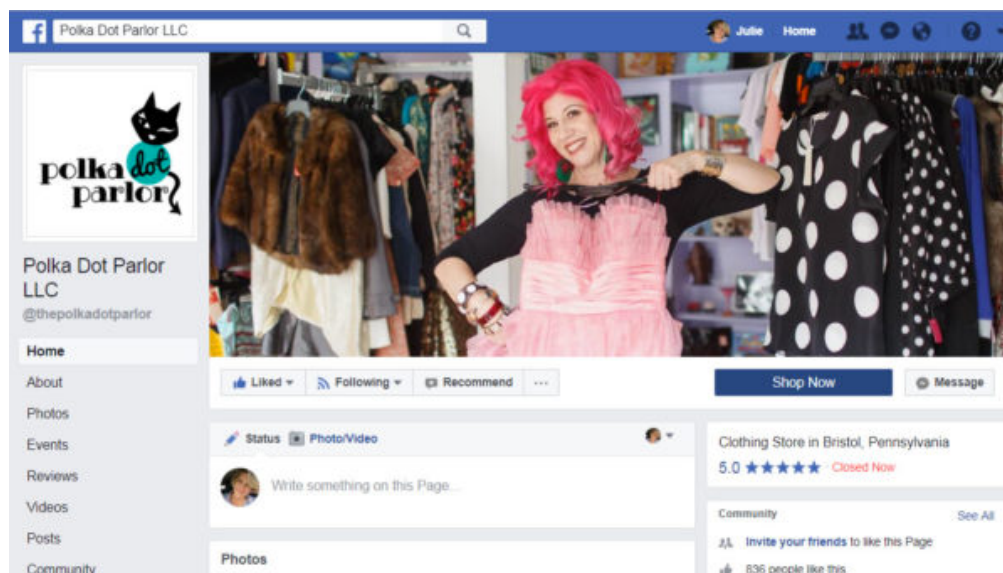
In order to round out Polka Dot Parlor's digital strategy, the Deluxe team coached Paulette on Facebook and Instagram best practices. They also helped her shift from using social media like a person to using it like a brand. The before-and after images below also highlight the impact new branded graphics made on the shop's page.



## Facebook page: before



## Facebook page: after



## More foot traffic translates to record sales

As Paulette approaches her shop's one-year anniversary, she is thrilled to see how the new branding is attracting more customers and encouraging repeat visits. The shop has experienced record sales days and is well-poised for the upcoming rush of the holiday season.

"I am getting more and more new and returning customers. My new brand really helps my store stand out and is the icing on the cake that makes me feel I am a true boutique for the unique," she says.