



Named Best Gift Store by Atlanta Magazine, 2007

PRESS RELEASE

October 1, 2008

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Independent Cobb Retailer Celebrates Five Years of Success

MARIETTA, GA – It's almost rare these days to find an independent gift store that's not part of a regional or national chain - and even more unusual to find that store succeeding in today's competitive economic environment. Yet, PerryWinkle's, located at 3718 Dallas Highway in Marietta, is not just surviving – it's thriving as it celebrates its 5th anniversary this month with its customers and employees.

The store opened in 2003 and quickly built a following in West Cobb and surrounding areas. Even as more and more retailers opened in the area, including dozens across the street at The Avenue West Cobb, PerryWinkle's customers remained loyal and continued to return to the shop again and again.

Ask any woman to name her favorite store and you'll rarely hear her mention a chain store. It's much more likely she'll name a small store where the associates know her name, where they wrap her gifts to make her life a little easier and where she can find something out of the ordinary. If she lives in Marietta, Kennesaw, Powder Springs, Acworth or Dallas, she'll likely tell you that store is PerryWinkle's.

When asked what sets her shop apart from the competition, Stacey Kay, owner of PerryWinkle's explains, "We know our customers – what products they prefer, what days they shop, how much they want to spend. In fact, we know many of them so well that we call them when a new product arrives that we know they'll love."

The store has ten employees, many who have been at the shop since the doors opened. Stacey knows her associates and their loyalty to the store are key to her success. To recognize her employees during this anniversary year, Stacey treated them and their spouses to a day at the spa followed by dinner at a fine restaurant. Stacey explains that "although I am trying to keep costs as low as possible as we ride out this economic downturn, I felt it was important to show my staff how grateful I am for helping PerryWinkle's achieve this 5-year milestone."

The store is described as traditional but with a trendy flair. They know what their customers like and buy new products based on that feedback. They stay ahead of trends in the industry by continually seeking out new vendors, attending trade shows throughout the country, studying industry research and listening to their customers. "We want customers to see something new every time they walk in the door," adds Stacey.

Best sellers at the store include the popular Vera Bradley handbags and accessories. "Lots of stores now carry this line but we carry one of the biggest selections in all of Georgia. If customers want Vera Bradley, they come here because they know we have it all including some exclusive lines sold only at a few select retailers," says Stacey. Departments include bath and body, baby, jewelry, collegiate, tabletop, gourmet food and decorative accessories. Besides Vera Bradley, PerryWinkle's carries the top lines in the gift industry such as Lady Primrose's, Crabtree and Evelyn, Vietri, Thymes and Mariposa. Seasonal items are also popular.

Stacey says that when she opened the store, her goal was to have a single store location in West Cobb to serve the needs of that community. She never intended to be a chain store and that remains true. If there's a need in the future, she'll consider expanding the size of the store or perhaps adding a second location. "However, we never want to lose focus of our goal to serve our current customers, the people we have come to know and love," adds Stacey.

PerryWinkle's is located at 3718 Dallas Highway in Marietta, Store hours are Monday – Friday 10 – 7 and Saturday 10 – 6. The phone number is 770-795-0075. For more information, visit www.perrywinklesgifts.com

Photos available

Milestones and Achievements

July 2003 PerryWinkle's Opens for Business

Achieved Mariposa Jewel Account, since 2004

Designated Best of Thymes Store, since 2006

Named Best Gift Store by Atlanta Magazine, 2007

Crabtree & Evelyn Silver Purveyor

Trollbeads Gold Dealer

Named Vera Bradley Gold Store, 2008

2008 PerryWinkle's Celebrates 5th Anniversary