



# UJAMAA GRANDMAS

## 2020 WHAT SOLD

### ACCESSORIES:

#### JEWELRY

This year we were given more space with better light in which to showcase our product. It was arranged by color so there was less hunting for colours. We still had more than enough product and last year's product was not shown unless we had a gap in the product. I am thinking that another year I will bring a light colored table cloth so the darker product will show better. The natural light helped.

I felt that as much as I liked having the additional space, it was disproportionate to the amount of product sold.

Do the makers want some of the product back to rework or regift?? There is more being donated than what was sold. This is not the best use of resources.

The biggest reason for not purchasing jewelry was "I am not going anywhere and have no reason to dress up." Hopefully next year sees better conditions for in person gatherings.

Jean Drury

#### SHAWLS, SCARVES AND COWLS

We sold 99 items valued at \$3370, for an average price of \$34. Last year we sold 190 items valued at \$7490, for an average price of \$39.42. We did not have as many items at \$100 or more this year.

We have 178 items to carry over to next year, and we will send 107 items to Magic of Christmas, compared to 98 last year.

#### Statistics:

Cowls - sold 5 of 40

Ponchos - sold 4 of 13

Asymmetrical scarves - sold 30 of 59

Scarves - sold 36 of 85

Shawls - sold 24 of 84

Our most popular items were the asymmetric scarves and we sold 14 of 20 priced at \$20 each. We sold 15 of 36 asymmetric scarves priced at \$35.

We sold 3 of the 4 shawls priced at \$100."

In summary, although we had approximately 50% of the product we had last year, we sold around 50% of that number, which is consistent with the last few years.

What sells well one year does not always transfer to the next year as trends and fashion change. Our highest priced items, the shawls, always sell well as do the one of a kind items made from soft natural fibres and in pleasing colours such as neutral/natural and jewel tones. The pastel colours are not a favourite with our customers. Although cowls are fun to make and often use one random ball of lovely yarn, the customer is not drawn to them. If the cowl is too long or too tight, it is not easy to wear and the infinity scarves, which we include in this group, are not a favourite either.

Shawls that are a triangular shape and knit from washable non organic fibres sell well as do the one of a kind luxury, intricate knitted lace shawls. The small shawlettes are not as popular with our customers. As noted, the asymmetrical scarves sold the best this year and after 5 years at our sales, they are still popular.

Glenda Sweetland and Barb Skinner

## **PURSES, BAGS and POUCHES**

The Purses & Bags had more than 800 items in 2020 BB&B, of which about 350 items sold. The inventory included small gift card holders, zippered pouches, wallets, handbags, and back packs. Items ranged from \$5 to \$90. The bulk of sales came from the \$11- 20 and \$31-40 price range.

### Strong Sellers

- Money Bag hip/waist pouches with straps
- Triple Zips
- Clutch wallets and optional straps
- Backpacks of every colour, size and description
- Horizontal wine totes
- Large retreat/project bags
- SLIPS -expanding belt pouch
- Diverse examples of the same pattern so customers could choose colours and features
- Small machine embroidered pouches for COVID masks, First Aid Kits, and golf

### Slow Sellers

- Simple quilted totes
- Shopping bags

### Customer Requests/Comments

- Smaller crossbody bags appropriate for walking, shopping (ex. Flora)
- Children's purses
- Zippered pouches with waterproof linings for cosmetics

### Things To Consider

- Be certain that straps and tabs are strong enough to maintain their shape and hold the bag when it is full. It is surprising how much people will try to put into a small bag!
- If possible check durability of fabrics for wear.
- Use adhesive to ensure that hardware stays in place.
- Make sure the zippers work smoothly and that adjustable straps adjust.
- Check that pocket bottoms are sewed shut.

Cheryl Mills

## **HOME DECOR**

The success of our recent BB+B sale, despite so many challenges in this 'annus horribilus', reflected the great support towards our Calgary Ujamaa Grandmas community. Thanks to all, customers and makers!

In the Home Decor department, we can report considerable success this year. One of the things that we have noticed, is the price point which our customers favour. Items that we can price for under \$20 seem to be preferred. We note that items made with snappier fabrics (not too dated) were better sellers, and with brighter, stronger colours, stream-lined designs (not too fussy or 'grandmotherly') achieved the best results. Of the smaller items that our customers gravitated towards, and purchased, were jar openers, wine bags, catnip mice!, small zipped bags/pouches, dryer balls, scrubbies, coasters/mug rugs (in sets), clothesline bowls and still! Microwave bowl cosies! (In pairs or the larger 12' size, as well).

We are discouraging larger items like afghans, quilts, larger wall hangings and larger table runners due to very slow sales.

Thank you all for continued support!

Elaine Peek

## **SEASONAL**

I would like to thank Marion Shaddock and the Elaines for looking after Christmas and seasonal at the sale this year. Only new items were put out and the items left from last year will

be put out next year. Quite a few items were turned in and a lot of the items sold. There are an apple box and pillow left for next year.

Christmas and fall seasonal items, again with fairly current fabric/material choices, also remain popular. Christmas gift bags, wine bags, smaller wallhangings and table and place mats, continue to find enthusiastic purchasers.

Items to consider for next year for Christmas and Seasonal:

- table runners - reversible are great
- placemats and napkins singly or as sets
- aprons
- mug mats
- stockings
- cutlery holders
- advent calendars
- decorations and ornaments

Donna Russell