

# Carrie and Tuck

This product makes writing a “grab-and-go” activity



The Carrie and Tuck retails for about \$39, with refills at \$19. Circle 121

Want to write a wish-you-were-here missive on the beach or some other spot not designed for writing? Carrie and Tuck brings stationery into the 21<sup>st</sup> century by making it portable and as easy to use in a tight space as a Blackberry.

Arranged within each zippered case are five foldover notes, five box-size flats, 25 padded letter sheets, envelopes, an address sheet, a 6-by-9-inch clipboard and pen. Best of all, customers will return for refills.

Stationery Trends caught up with Jane Boatman Geller, the company's CEO and creative director, to learn more about how this product. — SS

**ST: What was your inspiration?**

**JBG:** It was my sister Becky's idea. She held up a super-cute cosmetic bag and said, 'You need to make something like this to take stationery to the beach.' I fell in love with the idea and started creating sketches. That was nearly three years ago.

**ST: Can you describe the development process?**

**JBG:** My sister Becky, who is also a seamstress, comped up the first tote on a rainy Fourth of July. I then looked for a manufacturer who could not only produce the bag, but create it in such a way that its quality matched that of our cards and customers' expectations. Due to the exponential growth of Boatman Geller, the project was put on hold several times.

**ST: Did you encounter any unanticipated obstacles along the way?**

**JBG:** Just a few: finding and making time for product development while still fulfilling current orders, and also

finding the right resources to produce the product, while making it functional and affordable.

**ST: How many prototypes did you go through?**

**JBG:** At least eight if not closer to 12. They are piled in our creative room.

**ST: How did you come up with the colors?**

**JBG:** Since we wanted the first product to have a classic tote look, we went for preppy, bright colors. Pink and navy were classics that reached two different customers. The chocolate brown was a nice addition and we felt a bit unexpected. We chose Kelly green after seeing it as a hot color trend.

**ST: How are you going to promote it?**

**JBG:** The product will have its own Web site, [www.carrieandtuck.com](http://www.carrieandtuck.com). We're also planning a media blitz the first month of its release, and are sending it to several fashion magazine's summer 'must have' lists. We would also love to get Carrie and Tuck in the hands of our already devoted celebrity customers!

**ST: How do you recommend retailers merchandise this line?**

**JBG:** Retailers can purchase our custom display, and choose from an assortment of Boatman Geller stationery sets that fit with it. If a retail store has limited space, we recommend hanging them or placing them in their own display unit.

**ST: Do you have plans to expand the line in the future?**

**JBG:** We are looking at materials like patent leather for an entirely different look and feel. We'll also be expanding the overall Carrie and Tuck product line in 2009.