

seaside retailer

THE BUSINESS MAGAZINE FOR BEACH, COASTAL AND NAUTICAL RETAILERS | JANUARY-FEBRUARY 2022



Jolly Dog has weathered many storms over the years while continuing to cater to those who embrace St. John's island lifestyle.

Embracing THE adventure

+ Inside:

- 26 Souvenirs that sell
- 36 Creating store ambiance
- 64 Resort apparel trends

BEACH BOUND PRODUCTS!
The newest and most innovative accessories
your customers must have for summer, p.50

EXHIBITOR SPOTLIGHT

SURF | Surf Expo
AM | America's Mart
ASD | ASD Market Week
LVM | Las Vegas Market
PGS | Philadelphia Gift Show

1. A To Z Towels: Nostalgic cotton towel.
SURF: 2977, 2976; **AM:** TBD; **LVM:** TBD
www.atoztowels.com

2. The Admiral's Daughters: Seas the Day mega soft flowy tank.
AM: B3 1605
www.theadmiralsdaughters.com

3. Bamboo Source Tropical Decor: Capiz shell sea turtle wall decor.
LVM: 865; C507
www.bambootropicaldecordecor.com

4. Beachables: Towel, tote bag, chair cover and dresses/coverups.
SURF: 1472
www.beachables.com

5. Brass Reminders: Auto-Graph decals, free name-drop and displays.
SURF: 2761
www.brassreminders.com

6. Buddy By The Sea: Color My World navy fleece hoodie: Item #SS2221.
SURF: 1756
www.buddybythesea.com

7. Cape Shore: Resin buoy tree.
SURF: 2357
www.cape-shore.com

8. CoTZ Skincare: Face Prime & Protect SPF 40 sheer mineral sunscreen.
SURF: 872
www.cotzskincare.com

9. DrinkingStraws.Glass: Sea turtle glass drinking straw.
AM: B3 FL2 2007; **LVM:** E-1231
www.drinkingstraws.glass

10. Dune Jewelry & Co.: Five element organic sterling silver cocktail ring.
SURF: 1459; **AM:** B3 FL4 1601;
LVM: C1044
www.dunejewelry.com

11. ELC Designs Group: Sea turtle wall hanging with vibrant colors.
AM: B2 FL7 730A
www.elcdesignsgroup.com

12. Fancy That Gift & Decor: Coastal gnome garden statue #GDN78145.
AM: B2 FL16 1613; **PGS:** 1021
www.fancythatgift.com



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13. Foterra Jewelry: Sterling silver green waves surf earrings.

LVM: C699

www.foterrajewelry.com

14. The Grecian Soap Co.: Unique beach-themed soaps.

AM: B3 FL3 2405; LVM: E-340

www.greciansoap.com

15. HELP by T. Jazelle: Charm bracelet.

SURF: 1909

www.tjazellehelpbracelets.com

16. Impulse Souvenirs: Unlock sales with original, eye-catching art.

SURF: 2657

www.impulsesouvenirs.com

17. Inis the Energy of the Sea: Inis Ocean Love gift set.

SURF: 1657; AM: B3 FL3 2400;

LVM: Bldg C 1039; PGS: 223

www.inis.com

18. It's The Beach: Ladies flamingo print shorts.

SURF: 1856

www.itsthebeach.net

19. Jackie Gallagher Designs: Ray of sunshine over the waves necklace.

SURF: 1557

www.jackiegallagherdesigns.com

20. Kurt S. Adler Inc.: 4-inch resin beach scene with chair ornament.

SURF: TBD; AM: B1 16-A4; LVM: C812

www.kurtadler.com

21. Ocean Jewelry: Stunning starfish mother and baby pendant.

SURF: 1468; AM: B3 FL4 1610

www.oceanjewelrystore.com

22. Patti Biggs: Maggie jumpsuit.

AM: B3 FL4 2212

www.pattibiggs.com

23. PCF Souvenirs/The Postcard Factory: The rolling Mug Mobile.

SURF: 2957

www.pcf souvenirs.com

24. Salty Britches: Chafing ointment.

SURF: 977

www.getsaltybritches.com



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25. Saltwater Born: Kraken LS
 UPF 50+ dry-fit shirt.
SURF: 1151
www.saltwaterborn.com

26. Shard: Lobster earthenware mug.
AM: B2 FL2 211
www.shardathome.com

27. Shark Off: The Rio Aloha.
SURF: 1331
www.thesharkoff.com

28. ShipShapeStyles: Nugget earrings.
PGS: 300
www.shipshapestyles.com

29. ShoreBags: Perfectly sized duffle.
SURF: 1767
www.shorebags.com

30. Simply Southern: Simply tote.
AM: B2 FL6 607
www.simplysouthernwholesale.com

31. SJT Enterprises: Surfboard opener.
SURF: 2667; **ASD:** W13817; **LVM:** C824;
PGS: 1101, 1200, 1201, 1213, 1301
www.thousandsofsigns.com

32. Straight-Up Coconut: Coconut
 candles and bamboo cups with straws.
SURF: 2367
www.straightupcoconut.com

33. Tula Blue: Metallic pearl wrap.
SURF: 1580
www.tulabluerope.com

34. Urban Charm: Beach more and
 worry less keychain.
PGS: 433
www.urbancharminspires.com

35. Wellington Michael Collection:
 Shoreline bamboo canister.
SURF: 2356
www.wellingtonmichael.com

36. Wheeler Manufacturing: Nature's 1
 in Mystic Waters, Sea Glass, Paua Shell.
SURF: 2214; **PGS:** 1121
www.wheelerjewelry.com

37. Wine-A-Rita: Key lime wine slushie
 mix and wine glass huggie set.
AM: B2 FL8 890B
www.wineglace.com



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