

## Using Free Catalogues

1. List five words to describe your catalogue based solely upon the cover.
2. What is the tone of your catalog?
3. Skim through your catalogue and find ten words that you don't know or that you think other readers might not know:
4. Examine the product captions in the catalogue and find one sentence that you think is especially well-written. Be prepared to explain why. Copy the sentence and post-it.
5. Find a typical product description that perfectly represents what sets this company and its catalogue apart. Post-it and explain in a paragraph why you chose this one product.
6. Focus now on the visual elements of the catalogue. Examine the photographs, models (if relevant), fonts, captions, graphics, white space, even the number of items per page. What do the visual elements contribute? Answer in a paragraph.
7. Who is the targeted ideal customer – education, values, interests? Who is this company trying to reach? Describe this perfect customer in a paragraph.
8. Re-examine the catalogue, looking now at any special customer service elements (order form, mission statement, note to the customer, etc.). What extra efforts have been made to accommodate customers?
9. Describe your catalogue in a two-word adverb/adjective phrase (unexpectedly insightful, surprisingly informative, amusingly literary, etc.) [*Or use a two-word adjective/noun phrase – unexpected insights, surprising information, amusing literature*]
10. Now write a thesis, as if you were going to write an essay on this catalog and its persuasive elements. For example,

*Coldwater Creek is an expensive but quality conscious catalogue that appeals to customers through subtle visuals, sophisticated descriptions, and classic clothing for the successful.*

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- Pet Supplies
- Education & Supplies
- Home Improvement
- Cars & Trucks
- Shoes & Footwear
- Outdoor Enthusiast
- Green & Organic
- Religion & Spirituality
- Vacations & Travel
- Power Sports
- Jewelry
- Party Ideas & Stationary
- Kitchen & Housewares
- Gadgets & Guy Stuff
- Gifts - Collectibles - Jewelry
- Food & Gift Baskets

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- Plus Size Clothing
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- Dance & Activewear
- Books - Music - Video
- Health & Fitness
- Rugs & Flooring
- Business to Business
- Computers & Electronics
- Musical Instruments
- Weddings & Invitations
- Garden & Yard
- Senior Living
- Sports & Recreation
- Home Decor

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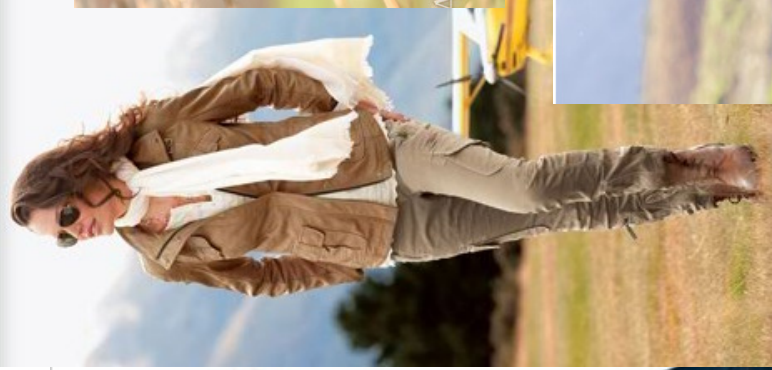
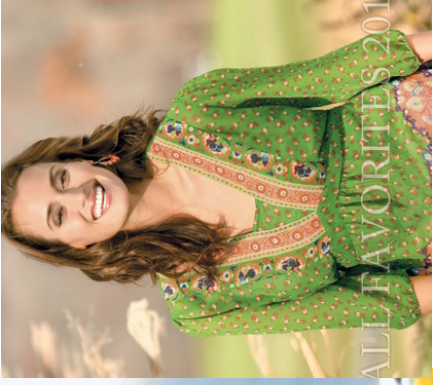
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## CATALOGUES WORTH COLLECTING

- Acacia: Body Spirit Home** <http://acaciacatalog.com/>
- Acorn: Exceptional Entertainment, Imaginative Gifts, Uncommon Quality** <http://acornonline.com/>
- Archie McPhee: Slightly Less Disappointing than Other Companies** <http://www.mcphee.com>
- Bits and Pieces: The Source for Clever Puzzles and Intriguing Gifts** <http://www.bitsandpieces.com/>
- Calyx Flowers: The Flower Lovers Flower Company** <http://www.calyxflowers.com/>
- Catalog Favorites: A Showcase of Catalog Best-Sellers** <http://www.catalogfavorites.com/>
- Collections.Etc.com** <http://www.collectionsetc.com/>
- Dean & Deluca: Purveyors of Fine Food, Wine & Kitchenware** <http://www.deandeluca.com/>
- Duluth Trading Company: Designed and Tested by Tradesmen** <http://www.duluthtrading.com>
- Expressions** <http://www.expressionscatalog.com/>
- Figis: Gifts in Good Taste** <http://www.figis.com>
- Frontgate: Outfitting America's Finest Homes** <http://www.frontgate.com/>
- GaelSong: Celebrating the Celtic Imagination** <http://www.gaelsong.com/>
- Grandinroad: Get the Look** <http://www.grandinroad.com/>
- Hammacher Schlemmer: Offering the Best, the Only and the Unexpected for 162 Years** <http://www.hammacher.com>

- Harry & David: Happiness Delivered** <http://www.harryanddavid.com>
- Herrington: The Enthusiast's Catalog** <http://www.herringtoncatalog.com/>
- Jackson & Perkins: Garden-Inspired Living** <http://www.jacksonandperkins.com>
- King Ranch Saddle Shop: Casual Comfort from the Ranch** <http://www.krsaddleshop.com>
- Levenger: Tools for Serious Readers** <http://www.levenger.com/>
- Market Place: Empowering Women through Art and Enterprise** <http://www.marketplaceindia.org/>
- Meduri World Delights: Succulently Dried Fruit from Our World Harvests** <http://www.MeduriWorldDelights.com>
- Monticello Catalog** <http://www.monticellocatalog.org/>
- National Geographic: Inspiring People to Care About the Planet** <http://www.shopng.org>
- Popcorn Factory: Celebrate Deliciously** <http://www.thepopcornfactory.com/>
- Potpourri: Unique Gifts for Special People** <http://www.potpourrigift.com/>
- Pyramid Collection: Myth, Magic, Fantasy & Romance** <http://www.pyramidcollection.com/>
- Red Envelope: The Place for Unique and Personalized Gifts** <http://www.redenvelope.com/>
- Signals: Gifts That Inform, Enlighten & Entertain** <http://www.signals.com/>
- Smithsonian Catalog: Products Inspired by the Smithsonian Collections** <http://www.smithsoniancatalog.org>
- Spilsbury: Puzzles, Games, and More** <http://www.spilsbury.com>
- Uncommon Goods: Find Anything But Ordinary** <http://www.uncommongoods.com>
- Uno Alla Volta -- One At A Time: From the Hearts & Hands of Artisans** <http://www.unoallavolta.com>
- Vermont Country Store: Purveyors of the Practical and Hard-to-Find** <http://www.vermontcountrystore.com/>
- Victorian Trading Company: Nouveau Victorian Gifts and Collectibles** <http://www.victoriantradingco.com/>
- Viva Terra: Eco Living with Style** <http://www.vivaterra.com>
- Williams-Sonoma: Top Quality Cookware & tableware** <http://www.williams-sonoma.com/>
- What on Earth: A Collection of Fun Wear and Delightful Diversions** <http://www.whatonearthcatalog.com/>
- Wisteria: Antiques and Decorative Items for Home and Garden** <http://www.wisteria.com/>
- X-treme Geek: For Your X-treme Geek Lifestyle** <http://www.x-tremegeek.com>



**WHO AM I?**

**Catalogue:** \_\_\_\_\_

List five words to describe your catalogue based solely upon the cover:

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Examine the product captions in the catalogue and find one sentence that you think is especially well-written. Be prepared to explain why. Copy below.

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Who is the targeted ideal customer – education, values, interests? Who is this company trying to reach? Describe this perfect customer below.

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## SENTENCES FROM CATALOGUES

<sup>1</sup> **MASTER PIECE** Like a de Kooning painting, this abstract work reveals its intriguing surprises one at a time. The jacket's fascinating, freeform tableau of earthtone swirls and splatters gets first notice. And then you spy fabric crinkles – riffing the jackets plackets, patch pockets, and even its inset back band. Hook-and-eye closures fully lined. Long sleeves. Soft, lightweight polyester/cotton. Imported. (Coldwater Creek)

<sup>2</sup> **GO BACK TO COLLEGE IN ISLAND STYLE – WITH ROYAL HAWAIIAN BIG-KAHUNA-ON-CAMPUS**

**SHIRTS!** Here's an item Rodney Dangerfield would have loved – officially licensed, Royal Hawaiian collegiate shirts in authentic school colors. With a size XXL on his svelte frame, Rodney would have made an even bigger impression on that stuffed shirt "Dean Martin," in Back to School! Cool, comfortable fabric keeps you relaxed on those hot Indian Summer days that make you want to cut class. When the weather turns cool and the frat parties heat up, you'll be the only guy there making such a bold fashion statement – what an icebreaker! Did I mention the vivid colors look great with khakis? And the quality is impeccable, as you'd expect from Reyn Spooner – the only designer who actually makes his Hawaiian shirts in Hawaii. Each shirt features exactly matching breast-pocket patterns, French seams, and 2-piece collars that always stay crisp; won't wilt in the heat. (Herrington)

<sup>3</sup> **ASK ME ABOUT MY BOOK SHIRTS** A gift for avid readers who enjoy talking about books they're enjoying, for writers who could use a little encouragement, for published authors bursting with pride. In short, for all book lovers. (Signals)

<sup>4</sup> **RECYCLED BAGS** Some of MarketPlace's fabric scraps are being recycled in a series of wonderful new bags. The strips of our beautiful hand-printed cottons are too good to be left behind on the cutting table, so we are fashioning them into bags which are both functional and fantastic. Each bag showcases an assortment of our traditional textiles in either blues or reds. Because the particular prints will vary, each bag will be a unique creation, made just for you. (MarketPlace)

<sup>5</sup> **RED AND GOLD JAIPUR TRAVEL SKIRT** Long skirts called *ghagras* are a staple in Indian women's wardrobes, from beaded wedding ghagras to patterned cotton for everyday wear. Our version is made with printed cotton in the tradition of homespun fabric championed by Mahatma Gandhi as a symbol of Indian self-reliance. Lightweight and flattering, it takes up little room in your suitcase, and the crinkle finish doesn't need ironing. (National Geographic)

<sup>6</sup> **VINTAGE LONDON BUS ART** We recently came upon a treasure trove of rolls of pre-digital bus routes from an era when double-decker Routemaster buses traveled London's streets. Although they have been phased out of service, these noble public vehicles left behind artfully nostalgic reminders of journeys past. Five feet long, each authentic roll of one-of-a-kind wall art comes mounted on a wooden dowel with hanging cord. Each piece is unique; all contain a mixture of numbered and lettered stops as shown. (Viva Terra)

<sup>7</sup> **ROSES HATPIN HOLDER** Affluent Victorian women accumulated large collections of hatpins, and consequently required some way to store and display them. Small ceramic hatpin holders were a common sight atop bureaus, the fancier ones being produced by Limoges & Doulton. (Victorian Trading Company)

<sup>8</sup> **MOUTH-BLOWN GLASS COLLECTIBLES** Our California glass artist uses traditional lampwork techniques to handcraft original and highly collectible works of art. He carefully works colorful glass rods over an open flame and gently blows each before annealing it in a kiln. Upon close inspection, the meticulous attention to detail is remarkable and his glass marbles feature mesmerizing internal vortexes. Signed and dated. No two are ever alike. (Uno Alla Volta)

<sup>9</sup> **MIDSUMMER CANVAS PRINT** A perfect summer day: blue sky, gorgeous tree, all the time in the world. American artist Linda Plaisted creates mixed-media works – photos, drawings, painting, ephemera – with subtle depth and dreamlike detail. Giclée printed on cotton canvas with UV-resistant inks, gallery-wrapped on a hardwood stretcher and ready to hang (no frame needed). (Acacia)

<sup>10</sup> **J CHAIR** Named for its simple yet refined J curved seat design, the sleek lines of this sculptural chair are peg-joined and constructed entirely of solid *shesham* wood. Succinctly sized, it's handy yet unobtrusive. (Smithsonian)

<sup>11</sup> **100% COTTON CHENILLE BEDSPREAD WITH A LOOP-AND-TUFT FLORAL MEDALLION MOTIF FROM THE '50S** Inspired by a vintage 1950s design, this chenille spread harkens back to the time when craftsmen took pride in their work and the only corners cut were those on the bedspread itself. The looped florals and latticework combine with the tufted center ring and scalloped border to give the spread a soft, rich texture and heirloom presence that will be admired for years to come. (Vermont Country Store)

<sup>12</sup> **APPLE DISH RACK** Add a lighthearted note to dishwasher duty with this whimsical dish rack. The apple motif makes it fun, and the expandable design lets you adjust it to suit your load. Comes with apple-shaped utensil tray. Holds up to 23 plates when fully extended.