



# Zacki's

Unique Boutique

www.zackis.com

Spring/Summer 2011

## "Allow Me A Few Reflective Moments"

## NEWSLETTER

When I was growing up there were eight ladies retail stores in my small community with a population of less than 3,000 people. All of these stores were locally owned and operated, and most of them allowed my parents (who were dry-land cotton farmers) to pay their bills annually with no interest. Today there are **NONE**. The small locally owned and operated retail is rapidly becoming extinct.

As I enter my fifteenth year of my business, I have so many things for which I am thankful. **YOU** my customers are obviously NUMBER ONE. The friendships and relationships I have developed through the years with the people who provide and sell me my products are also very important. These manufacturers and/or "reps" (as they are called in the "biz") faithfully show me their goods and I review them and try to decide what is right for **YOU**.

These wonderful individuals are there when I have a problem with a product or when something is not shipping or whatever the situation might be. I have shared many personal experiences with them. I have watched their children grow-up. I have been to their weddings and yes, even their divorces. I have shared with them many life experiences. Last week, I learned that two of my special reps had to put their dogs down. In the fall, one of my dearest reps lost his wife and partner of 47 years along with a grandson, all within two months of each other. What a tragic set of events. And yet their lives go on.

I guess what I am trying to convey in this rambling is that I am one of the luckiest people I know and everyday I continue to count my blessing that **I CAN LIVE AND WORK MY DREAM!**

### FYI

Lately there has been some confusion with the understanding of the manufacturers sizing tags. As many of you may already know I strive to find goods that are manufactured in the United States or in North America. Many of my goods come from Canada, so they have both French and English language tags.

Therefore, when a label says "Small/Petite", the word petite is the French word for small. If the tag has the wording Size/Taille, the word Taille is size in French. "L/G" means large and Grand is the French word for large.

I hope this will help you better understand the sizing lingo and/or language on our tags.

### Mutterings from "Z" Man

Some of you may wonder what does "Z" Man do when Zacki is flitting all over the country to see markets and vendors and to visit friends and relatives.

Well, I'll tell you, he does not run the ladies boutique. The very able and competent, Jolene, does that. So he does all the things on the list of to-do's left for him (see picture of new Brighton Display) and he hangs out with a beautiful blonde. She's a white Labrador Retriever named Lady Boutique, we shortened it to Tique, and she is a joy to have around. We take walks and have conversations and just generally hang out. So, not to worry, the "Z" man always has things to do and a great companion.



On April 18 at the Annual Lindale Chamber of Commerce Banquet, the Lindale Rotary Club awarded Zacki the honor of Merchant of the Year. The award is in recognition of her business conduct exemplifying "the Four Way Test" of the things we think, say, and do 1) Is it the truth? 2) Is it fair to all concerned? 3) Will it build good will and better Friendship? 4) Will it be beneficial to all concerned? I'm sure that all of you who have had any dealings with Zacki would agree that she really passed this test.

Zacki did not want to add this item to this newsletter for fear that it would sound like bragging. However, this time I insisted that this is news that you all would want to know.

Obviously, I love her but at times like this I also feel very proud of her and it goes without saying for very good reason.

### ZACKI'S HOT'S

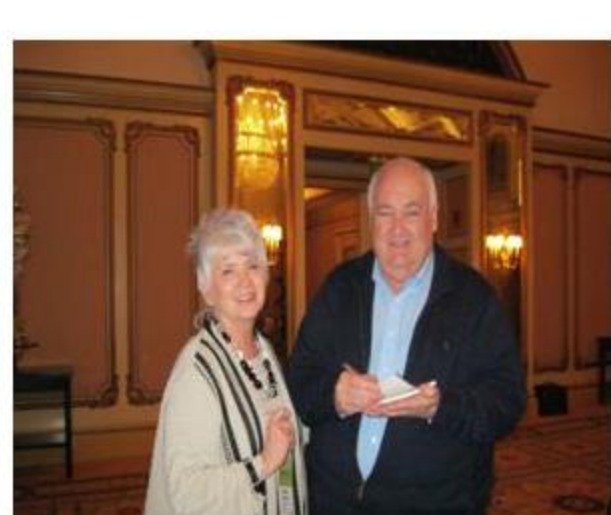
Great for Graduation and Mother's Gifts or that something special just for YOU

- ◆ New Niven Morgan Fragrances
- ◆ Great Robe and Slipper Sets
- ◆ Fabulous Straw Bags, Totes and Hats
- ◆ Fun and Funky Summer Sandals
- ◆ Remember Brighton Charms and Bags
- ◆ Colorful Summer-Weight Scarves

## A "Brighton" Trip to Remember

In late January with only four days notice, I was invited to go to Pasadena, California to visit the Brighton Factory and Corporate Headquarters. It was a whirlwind trip of three days with 50 other retailers throughout the country. Many have become my "new networking" buddies.

On the first afternoon we had lunch with Jerry Kohl, the owner of Brighton, at his home with some of his wonderful staff. Returning to our fabulous hotel accommodations, we then attended several very informative seminars provided by our peers and that was just the first 1/2 day. The warm 70 degrees weather in California was amazing since most of had left our homes with winter in full force.



Jerry Kohl (the owner of Brighton) signing a Memento. Notice how exhausted I look!

The next day we arose and had to be on our way at 7:00 am (as as many of you know, I am NOT a morning person). I didn't want to miss a single minute of this experience. We had breakfast at the corporate offices with our account specialists and it was nice to put a face with a name. We then toured the factory, which was truly amazing. We went through the whole process from designing the item, to selecting the leather, to making the handles on the purses, and even punching holes in the belts. One of the most interesting aspects was the fact that most of the people in the factory have been with "Jerry" (that is what he insists on being called), for many years. *I came away with a totally new appreciation for the quality and workmanship of the Brighton products.*



Here we are getting a detailed lesson in the selection of leather used in making their purses, belts and many other later items.

Then we lunched with the designers and afterwards attended presentations by the various artisans on their new concepts and items in the spring collections. (Now, it is so much fun to receive new merchandise and remember that I met and talked with the designer of that specific necklace and earring.) After the tour we had a lovely networking dinner at one of Jerry's favorite restaurants. We were all so excited but totally exhausted. The last morning before our departure we attended intimate sessions hosted by some of the most amazing retailers I have ever had the privilege of meeting.

When I arrived home, my February Sale was in full swing. I told everyone that my plane had landed but I hadn't. I shared my experience and my fun memorabilia with everyone and wore my Brighton souvenir sweatshirt for three days STRAIGHT. *What a wonderful retailing experience and a fabulous memory.*

Zacki's is available for style shows and fashion programs for organizations or any group wanting to have fun!  
Call 903/881-9460



### I'm Too Old for Sleeveless.....or am I?

That is your question.

(I thought this note was is worth repeating)

This question is asked almost daily when I start bringing in my spring/summer collections. But, YES YOU CAN!. You wear those sleeveless tanks, shells, tops under a jacket or sweater and then you don't get so hot! That's why you are seeing lots of sleeveless, and, if you've got great arms, go for it. If not, then use it as a layering piece. I continue to search the market place for those great spring/summer dresses WITH SLEEVES. Remember at Zacki's we try to help you look your best and stay fashionable cool!

### 2011 SPRING TRENDS

- Blue Jean Baby**
  - \* Chambray
  - \* Relaxed, true-blue
- Building Blocks**
  - \* Strokes of bubble gum brights
  - \* Rich jewel tones
- Eastern Front**
  - \* Elongated tunics, cropped pants
  - \* Kimono wrapping
- Into the Wild**
  - \* Primal instincts
  - \* Animal majestic still strong
- Lace Race**
  - \* More than Grandma's trousseau
  - \* Feminine silhouettes
- Sheer Bliss**
  - \* Peek-a-boo layering
  - \* Transparent separates
- Down To Business**
  - \* Monochromatic take on suiting
  - \* Futuristic cuts
- That 70's Show**
  - \* New bohemian, cleaner
  - \* Sleeker than original flower-child
- Punk'd**
  - \* Tomboy toughness
  - \* Grittier and more deconstructed
- Prints Charming**
  - \* Hypnotic geometrics
  - \* Watercolor Blooms

### Fabric Care Language Made Easy!

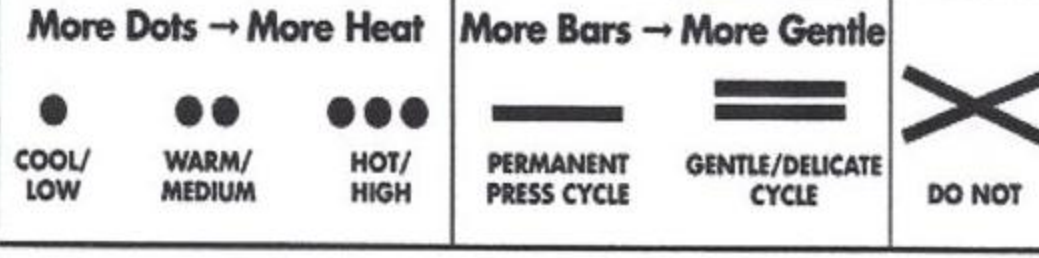
Understand What Your Clothes Are Saying



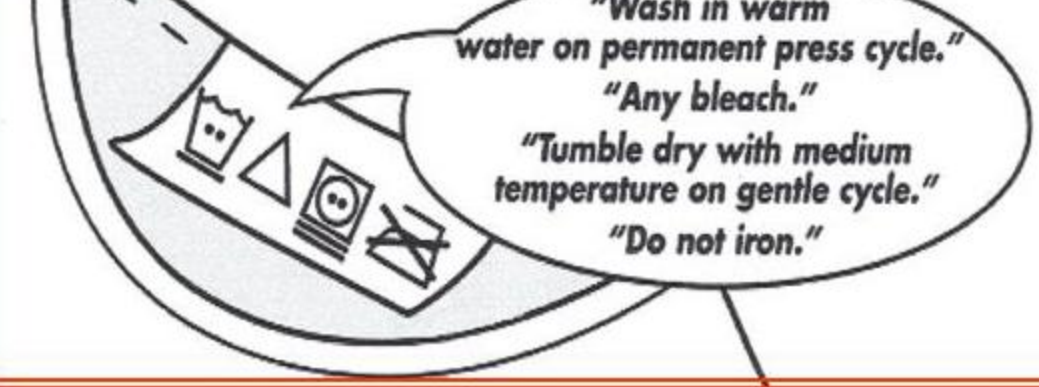
If you know these symbols...



and these codes...



then you know the language!



"Wash in warm water on permanent press cycle."  
"Any bleach."  
"Tumble dry with medium temperature on gentle cycle."  
"Do not iron."



### SCARVES \* SACARVES \* SCARVES

(I DO HAVE A WEAKNESS FOR THEM!)

1. The simple loop is draped oblong loosely around neck to form a cowl. Ends are left loose.
2. Under the collar is perfect for a "throw on" look but it is a business attire look.
3. Shawl wrap is flat around the shoulders. The ends can be crossed and tied loosely in front or on the shoulder.
4. The Euro Wrap is the most popular "in style" look. Take the scarf and fold it in half lengthwise. Then drape the doubled scarf around the neck with the loop hanging on one side and the two loose ends hanging down on the other side. Now grab the loose ends, insert through the loop, pulling through, adjusting as desired.



- ◆ Did you know if you spend \$100 locally, \$62 stays right in our community.
- ◆ If you spend that same \$100 in a national chain, only \$42 stays in our community.
- ◆ If you buy on-line, \$ ZERO is returned to our community.



2808 S Main Street  
Identity Center, Ste 1  
Lindale, Texas 75771

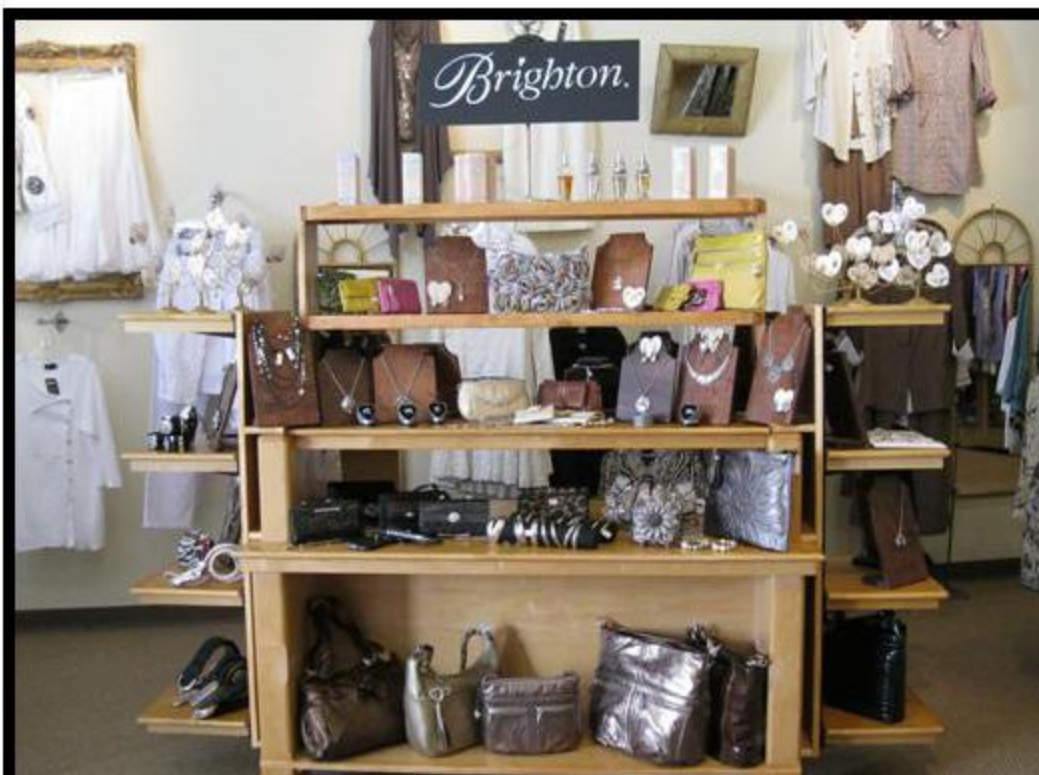
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Stay Updated on  
Zacki's Happenings  
on  
Facebook \* Email  
Website  
And  
Television

### Colors for Spring

- HONEYSUCKLE CORAL ROSE
- Peapod
- Beeswax Silver Peony
- Russet
- Blue Curacao Lavender
- Silver Cloud



COME IN AND CHECK OUT  
NEW BRIGHTON DISPLAY  
(\*Z" MAN HAS BEEN VERY BUSY)

### REMINDER

Layaway \* Gift Certificate \* Alterations \* Gift Wrapping