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BONUS TIP

Inspire your customers by coordinating a local garden walk or partnering with an established one in your area. End the walk at your store, and serve light refreshments. After touring fabulous outdoor spaces, customers will be ready to add to their own.



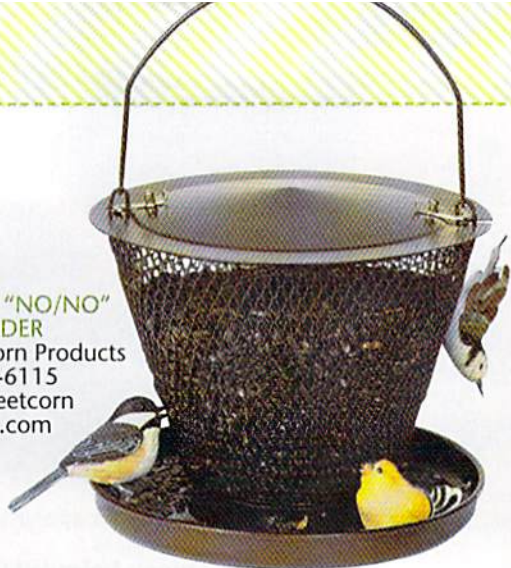
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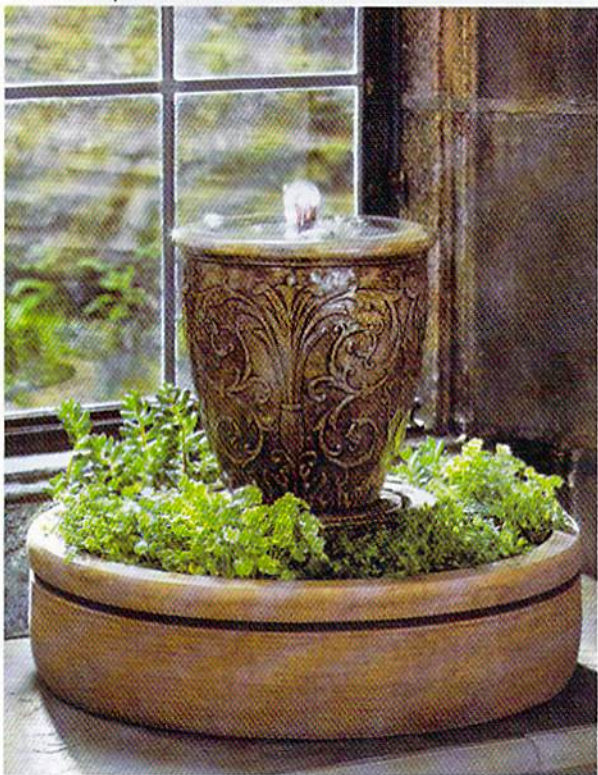


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BONUS TIP

Attract eco-minded customers by hosting a plant or seed exchange party. During the event, customers can trade divided perennials, extra container plants or favorite seeds, and you can showcase pots and planters, hand tools, seed markers and more.



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A Tiny Trend with BIG Appeal

Embrace the magical world of one of the hottest trends in gardening—miniature/fairy gardens. These pint-size landscapes are completely one of a kind, with enthusiasts creating picket-fenced country scenes, enchanting fairylands and even cactus-dotted desert gardens.

The trend is gaining a wide variety of fans because it's completely customizable. Urban dwellers can add tiny benches and arbors to potted plants, while those with more space can devote a corner of a planting bed or even a birdbath for a petite scene. It's also ideal for getting children involved in gardening because they can create their own little world at a height that's just right for them.

As a retailer, you can jump into this trend with a large display showcasing a variety of accessories and miniature plants, or you can start out small with just a few pieces displayed in container plants. No matter the size or scope of your garden section, this trend is certainly something to consider, as customers can build their dream garden retreats with just a miniature investment.