



chaos to clarity

Online Retail Start-Up Taps Retail Experience

Executive Summary: Artist and entrepreneur, Michelle Hartney, had become frustrated by the lack of growth for her retail stores: Recycled Rings and Stronggirl.org. Looking to revitalize the brands, the websites, the product lines and the customer experience, she reached out to Delaney Consulting to bring clarity and focus to her brands and their mission.

The Challenge: Chaos

As a creative person, Michelle had created compelling ideas for her two brands: Recycled Rings- which created new jewelry and accessory items from vintage cast-offs and Stronggirl.org - which created apparel with a positive social message for girls and women. Both product lines were well liked by media and art critics. But executing her vision was difficult since she lacked retail experience and was unclear about how to take her brands to a new level. She was concerned that sales had plateaued and did not know the steps to take to reinvigorate them. With other creative ideas always coming into view, she worried that she had lost focus.

The Journey

Working together with Flora Delaney, both brands underwent extensive renovation efforts as Michelle was able to use new tools and resources to clarify her brands' purpose and mission. Flora brought marketing experts, a design team, new research and production resources to Michelle to help her create more compelling brands that were more focused on meeting Michelle's target markets. Ideas and brand names were tested with focus groups.

The Solution: Clarity

Recycled Rings underwent new product development and more profitable lines were created. Recycled Rings underwent a new brand identity program and rebranded with new marketing collateral that caught the attention of boutiques across the country.

The Results

With new brands and a new sense of direction, Michelle relaunched her site for Recycled Rings and focused her energy on creating new products for the line. The following year, her work was included in a museum exhibit of jewelry in the 21st century. Her brand thrived as a common featured site and product on Etsy. Michelle added a blog to her website and took control of her personal and company image and messages.

