

MAIL

Smythson crafts portable gift guide for on-the-go shoppers

November 7, 2014



Smythson promotional image for its gifts

By STAFF REPORTS

British leather goods and stationery maker Smythson is looking to inspire holiday gifting with a catalog in the guise of one of its leather bound journals.

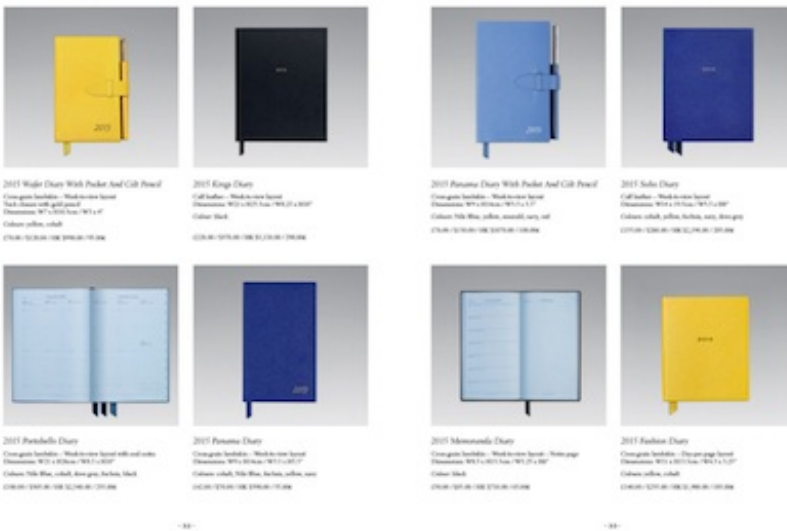
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Luxury Daily

The red outside cover of the “Perfect Presents” catalog is embossed card stock made to look like the textured lambskin used for many of Smythson’s journals. Having a catalog that looks like a typical gifting item may keep Smythson top-of-mind for consumers in the holiday shopping season, since they do not have to open the mailer to be reminded of the diaries.

Pocket guide

Inside the catalog are glossy pages that take the consumer through Smythson’s offerings, from women’s and men’s handbags and small leather accessories to jewelry cases, diaries and stationery.



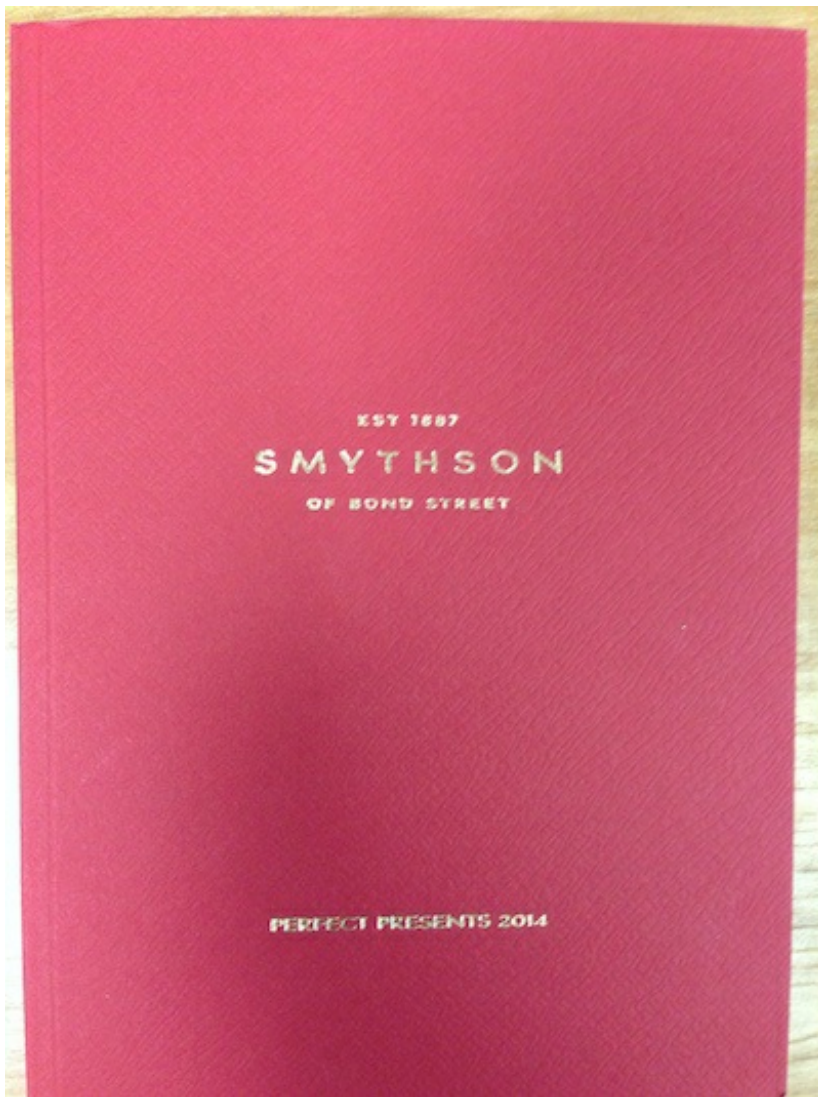
Catalog page from Smythson's Perfect Gift guide

Each product is depicted against a grey background, and accompanied by the price in British pounds, U.S. dollars, Hong Kong dollars and euros.

At the back of the catalog are Christmas card and stocking filler ideas, including a passport cover, jewelry roll and iPhone case.

Following the product listings, Smythson included delivery information, and directed consumers to its store locations, as well as its Web site for a wider product selection.

The back cover also includes the brand's Web site written in gold foil.



Cover of Smythson Perfect Presents 2014 catalog

An online **version** of the catalog embeds links into the product images, making it easy for consumers to find the items they like.

For its digital audience, Smythson sent an email on Nov. 7 telling subscribers of its bespoke card service, which can tailor colors, designs and greetings to a consumer's taste.

The email told the reader, "In a fast-paced, modern world where almost every communication is digital, nothing is more personal than something written by hand."



Handcrafted Christmas Cards

In a fast-paced, modern world where almost every communication is digital, nothing is more personal than something written by hand.

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Personalised Christmas Cards

Tailored with your choice of colours, design and greeting style, our bespoke Christmas cards ensure your style is perfectly captured.

Each personalised design is hand-engraved onto copperplates with painstaking precision, and stored in vaults for any future orders you may wish to place.

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Email from Smythson

From the message, the consumer could access the brochure or contact a bespoke stationery consultant.

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