




Hallmark



HALLMARK
DESIGN
COLLECTION

Hallmark, The Company

Privately held company based in Kansas City, Missouri

- \$3.7 billion** 2014 consolidated revenue
- 106** years since Hallmark was founded
- 27,000+** employees worldwide
- 18,000** new designs and products annually
- 66,000** products available at one time
- 135,000** retail outlets worldwide
- 2,200** Hallmark Gold Crown stores
- 800+** global creative staff
- Over 100** countries
- Over 30** languages printed



Hallmark Family of Brands

connections
from


sheebox


BUSINESS CONNECTIONS


GOLD CROWN




NORTH AMERICA


INTERNATIONAL

Crayola®

Crown Media
FAMILY NETWORKS

CROWN
CENTER


KEEPSAKE
CELEBRATING 40 YEARS OF MEMORIES


GIFT BOOKS




CHANNEL


Your heart. God's love.



OUR VISION

WE WILL BE THE COMPANY
THAT CREATES **a more**
EMOTIONALLY-CONNECTED
WORLD
by making a genuine difference
IN EVERY LIFE, EVERY DAY.



HALLMARK HAS BEEN

CONNECTING

PEOPLE WORLD WIDE FOR OVER

100 YEARS

CREATING ONE OF THE

TOP-RANKING BRANDS

OF ALL TIME

THE POWER OF THE HALLMARK BRAND

United States

**TOP
1%**

OF CONSUMER-
LOVED BRANDS

the harris poll®

**#3
BRAND**

MOST DESIRED
BY WOMEN

Forbes

CONTINUES
TO BE THE
**MOST
DOMINATE**
BRAND IN ANY
CATEGORY

Retailing Today

**TOP
10**
BREAKAWAY
BRANDS

Landor




Hallmark

**A STRONG
WORLD-WIDE
BRAND**

THE POWER OF THE HALLMARK BRAND

International

**NEARLY
2 BILLION**

are aware
of the brand

FAMILIARITY

**ALMOST
2/3**

see Hallmark
relevant in their life

RELEVANCY

**QUALITY
CREATIVITY
TRUST**

DESCRIPTORS

Hallmark Overview

- Collection spans 100+ years of art from around the world
- Over 23,000 pieces of new content added annually
- Content enhances relationships, life's events and seasons
- Differentiated product solutions incorporating emotion, meaning, storytelling and the Hallmark brand

Hallmark Design Collection

DESIGN COLLECTION

Content ranges from:

- Illustration
- Photography
- Hand Lettering
- Calligraphy
- Surface Design

Every style of artwork

- Whimsical
- Dramatic
- Trendy

HISTORICAL ARCHIVES

Wide range of material from around the world including:

- Botanical
 - Victoria-Era
 - Rare Books
-and more

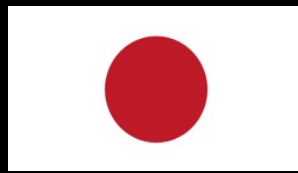
Thousands of product samples dating back to the 1950s

FINE ARTIST COLLECTION

Collection of world famous artists including:

- Norman Rockwell
- Saul Steinberg
- Salvador Dali

Worldwide Creative Content



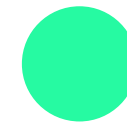
HALLMARK
PRORIETARY
CAPABILITIES



Trend Analysis
and Application



Proprietary
everyday and
seasonal content



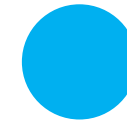
Editorial and Writing
Library



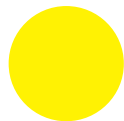
Category know
how and expertise



Curating Collections:
Photography, Surface,
Illustration, Letting and
Editorial



Innovation
and technology



Hallmark Essence;
Emotion, meaning
and storytelling

Rose Garden



Hallmark
DESIGNS



Trend Analysis

World-Class Trend Interpretation and Content Application

Trend



Collection Building

KEY TREND // TAILORED & REFINED

TAILORED & REFINED

Is traditional and classic design ever out of style?
Of course not.
This trend is about believing traditions are important but open to interpretation. The desire to simplify is affecting everything, from lifestyles to aesthetics to design. An edited outlook is a mark of sophistication, and tailored trends breathes fresh life into the classics.

COLOR PALETTE
DEEP SHADES + ELEGANT DUSTY PALES

PRODUCT INSPIRATION AND DESIGN IS RESTRICTED PROPRIETARY AND CONFIDENTIAL INFORMATION OF HALLMARK CARDS INC.

KEY TREND // TAILORED & REFINED

SOPHISTICATED

CLASSIC

PRODUCT INSPIRATION AND DESIGN IS RESTRICTED PROPRIETARY AND CONFIDENTIAL INFORMATION OF HALLMARK CARDS INC.

KEY TREND // TAILORED & REFINED

SOURCES

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KEY TREND // TAILORED & REFINED

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Translated Into...

Unique, Artfully Designed Product

KEY TREND // TAILORED & REFINED



SCARVES



CAP

*timeless
beautiful
fashionably
chic*



HAT



SHOES

PRODUCT INSPIRATION AND DESIGN IS RESTRICTED PROPRIETARY AND CONFIDENTIAL INFORMATION OF HALLMARK CARDS INC.

KEY TREND // TAILORED & REFINED

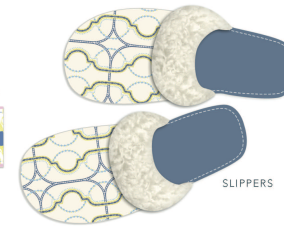


FLIP FLOPS

SOCKS



FABRIC BELTS



SLIPPERS



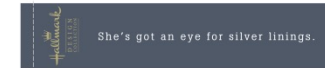
GLASSES CASE



WATCHES



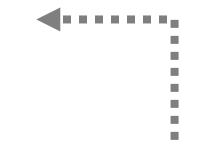
PRODUCT INSPIRATION AND DESIGN IS RESTRICTED PROPRIETARY AND CONFIDENTIAL INFORMATION OF HALLMARK CARDS INC.



ENLARGED LABEL FROM INSIDE SOLE OF SHOE



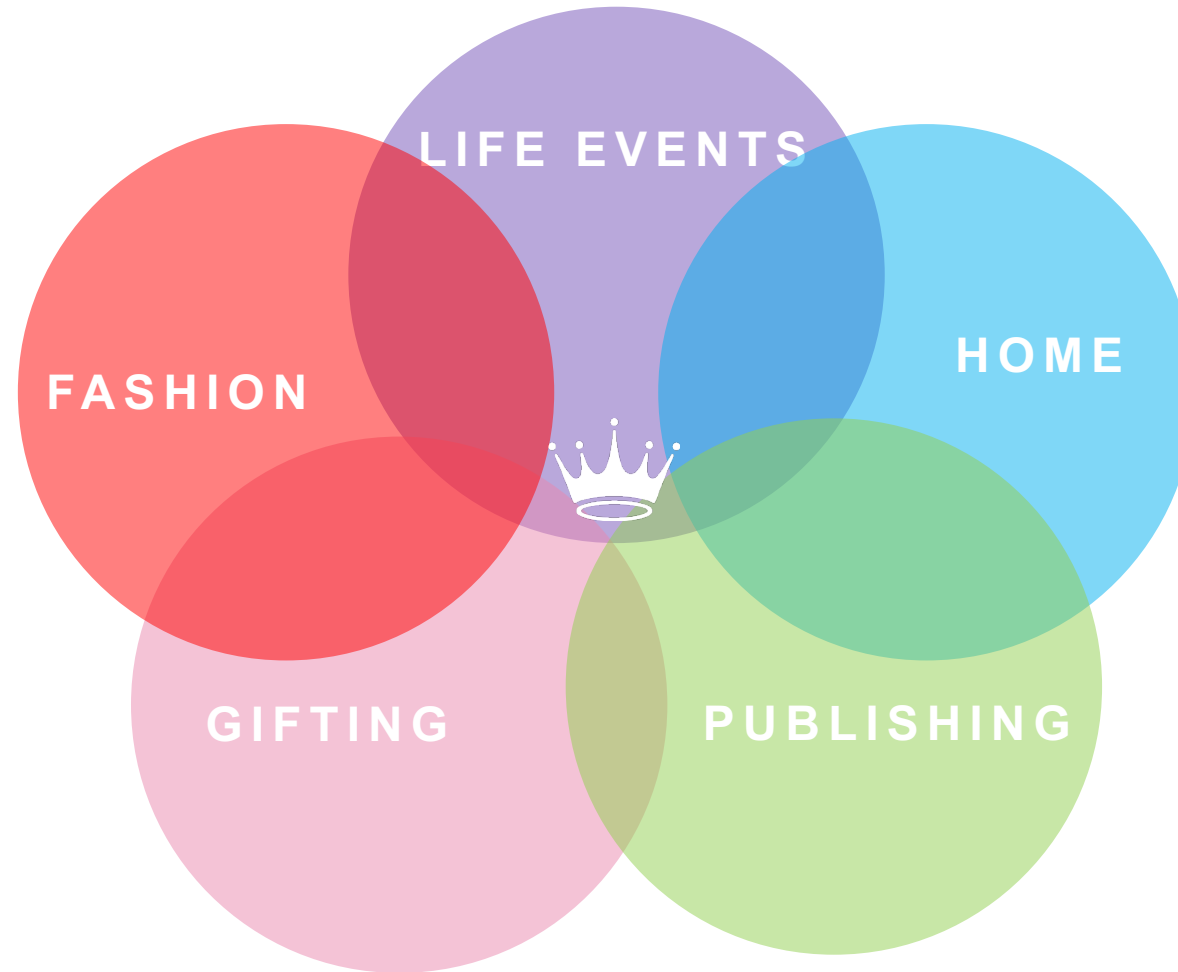
TAG ENLARGEMENT



Hallmark editorial incorporated into design translated into different languages



Hallmark Brand Extension Categories



LIFE EVENTS



BIRTHDAY



BABY

LIFE EVENTS



WEDDING



VALENTINE'S DAY

LIFE EVENTS

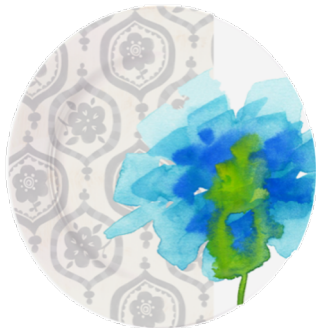


MOTHER'S DAY



CHRISTMAS

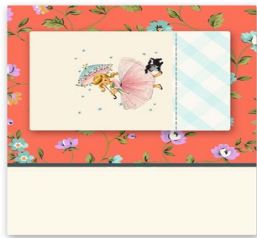
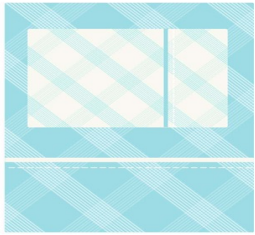
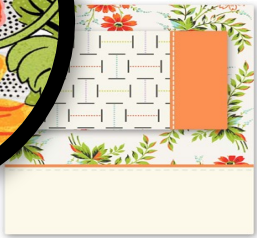
HOME



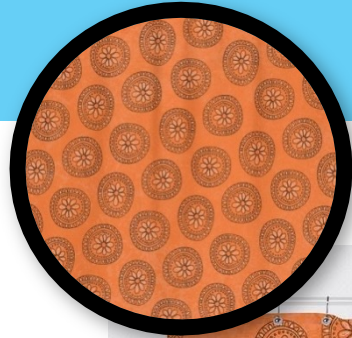
KITCHEN



LIVING ROOM



BEDROOM



BATH

PUBLISHING

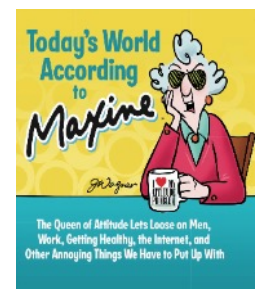
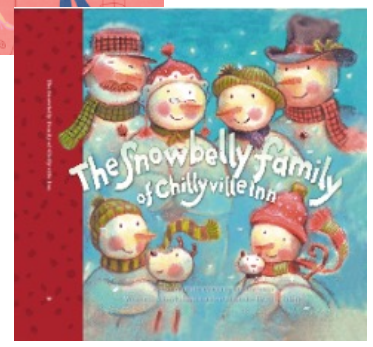
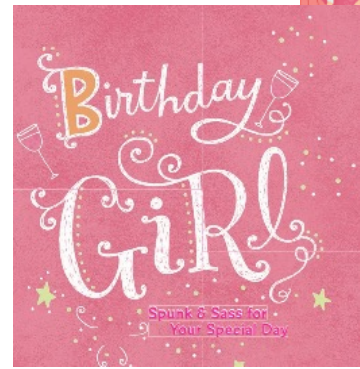
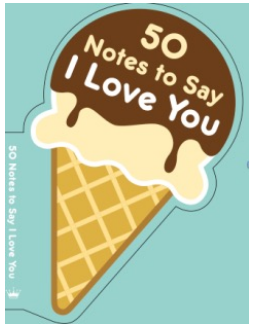


STATIONERY



CRAFTS

PUBLISHING



BOOKS



CALENDARS

PUBLISHING



PARTY



BACK TO SCHOOL

GIFTING

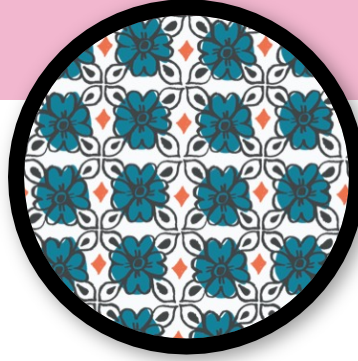


JEWELRY



FLORAL

GIFTING



CONFECTIONS

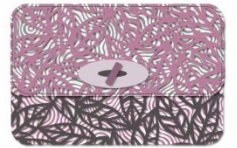


HEALTH AND BEAUTY

FASHION AND ACCESSORIES



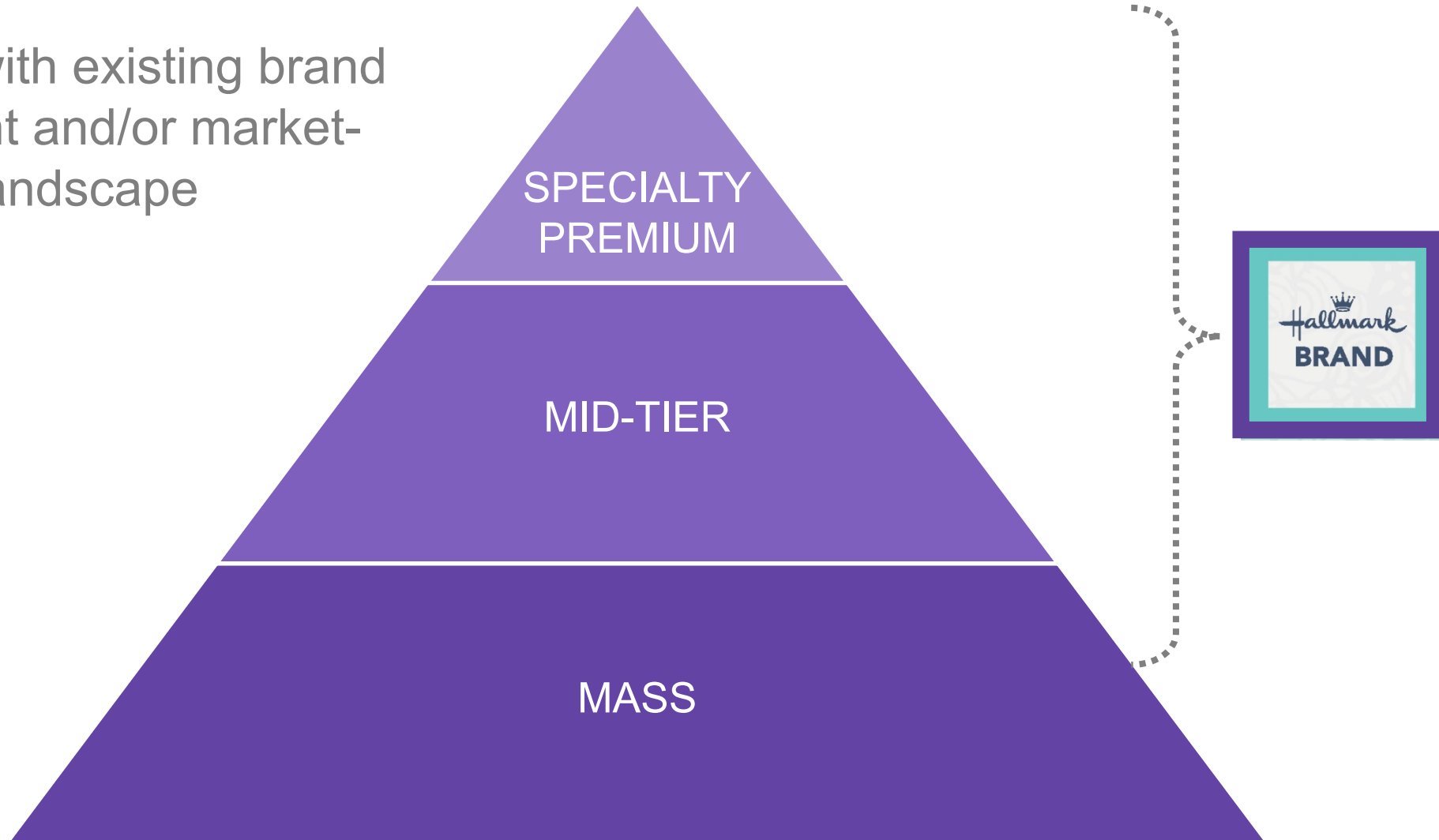
FASHION



ACCESSORIES

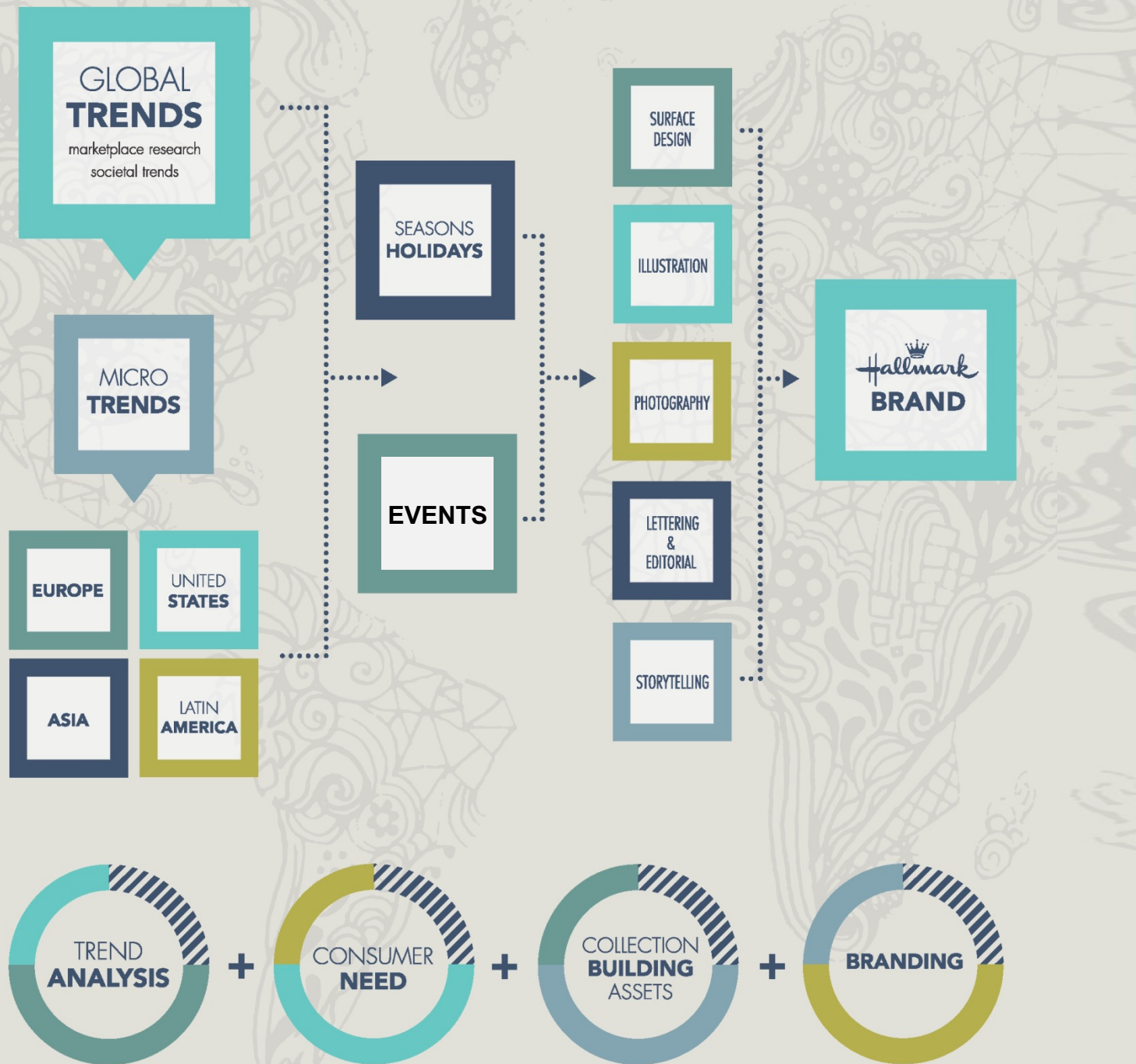
Retail Positioning

Aligned with existing brand placement and/or market-specific landscape



The Hallmark Difference

- Trends
- Seasons
- Events
- Artwork
- Brand






Hallmark



THANK YOU