



Larson-Juhl's Gallery Moments Program Connects Fine Art Customers with Local Framing Retailers

Independent framing retailers can now add print and portrait services, as well as cutting-edge visualization software, to their store's repertoire by signing up for Larson-Juhl's newly launched Gallery Moments program.

The program, which went live in September, was created to drive consumer traffic to custom frame shops by giving retailers the tools to sell fine art-quality printed products, according to Jeff Cohen, North American President and soon-to-be Global CEO at Larson-Juhl.

"We are committed to the success of independent retailers," Cohen says. "Gallery Moments enables custom framers to add a turn-key, incremental revenue stream to their business. These beautiful products will motivate consumers to transform their digital photos into works of art and become lifelong framing customers as they build their galleries."

Gallery Moments offers three core products: photos printed on aluminum ("Modern Moments"), photos

printed on polished acrylic ("Brilliant Moments"), and photos re-created into paintings and printed on satin canvas ("Painted Moments"). Frame store owners can sign up to become a Gallery Moments retailer; for \$500, the retailer will receive samples of each product, an in-store merchandising kit, and access to the program's web platform and design tool, which lets them design these art and photography prints with their customers in-store. Once a design is chosen by the customer, the retailer processes the order, and Larson-Juhl handles fulfillment and shipping.

When a retailer is with a customer who, for example, wants to turn a photo of the family dog into a portrait, they log on to the Gallery Moments website and upload the customer's photo—this can be done directly from a smartphone, USB drive, or memory card—to begin the design process. The retailer and customer then select the substrate, size, and finishing options. The design tool recommends good, better, and best framing options.

In addition, prints can be ordered unframed, gallery wrapped, or with stand-offs for acrylic prints.

“It’s almost a self-service platform for the frame shop customer,” but with the added benefit of face-to-face interaction with the retailer, says Franck Sogaard, Senior Vice President of Sales and Marketing. “It’s designed to be an engaging experience for the shopper—they’ll see their image on the screen as they’re designing with the retailer.”

After a final design is chosen—perhaps a fun, Impressionist-style portrait of Fido?—the retailer places the order with Larson-Juhl. Although Larson-Juhl is providing recommended retail price points by product and size, it is up to the retailer to set the final retail price and close out the sale.

Larson-Juhl will ship finished pieces directly to the consumer’s home or to the retailer, upon request. If the retailer requests to have the order shipped to the store, they have the opportunity to offer frame designs beyond the curated Gallery Moments moulding selection and further engage customers when they return to pick up their order. John Hasting, Managing Director of Larson-Juhl’s Global Fine Art Services, says the company strives for fast turnaround on all orders; most metal and acrylic prints will ship within four days from the time the image is received, while the hand-embellished portraits will ship within eight business days.

Hasting says the ability for independent framing retailers to offer these high-end products without the burden of handling fulfillment is huge. “With Painted Moments, for example, if you were to commission



Painted Moments takes customers’ photographs and has them digitally painted by artists, printed on canvas, and then hand-embellished to add textured brushstrokes. The product can command a high price point for retailers while offering customers a significant value compared to artist-commissioned portraits, Larson-Juhl says.

a painter to do a portrait, it would cost thousands of dollars,” he says. “With this product, you’re able to take a photo from your smartphone or tablet, send it through the digital painting process to be printed onto canvas, and then hand-embellished by a trained artist to add texture. The end result appears to be an oil painting. It’s just an incredible product.”

Retailers who sign up for Gallery Moments will receive an extensive merchandising kit including four display models for their store. That way, much like with moulding corner samples, customers can see the quality



In addition to professionally designed postcards and brochures, Gallery Moments retailers will have access to a broad selection of product imagery to support their local marketing efforts.

of the products right off the bat, says Sogaard. Gallery Moments retailers are featured in a store locator search engine on the Gallery Moments website, which helps drive customer traffic to their doorstep, according to Sogaard. Shoppers who visit Larson-Juhl's website can see a link to the Gallery Moments program. If they enter their zip code, the website returns the names of custom frame stores in their area where they can order the metal, acrylic, and painted products.

"We are not directly transacting with consumers at all; we're driving them to local frame shops," Sogaard says.

By offering these products in addition to custom framing, retailers will be able to serve a market they wouldn't otherwise reach, Sogaard says. "Customers want personalized ways to decorate their homes. Many custom frame shops haven't been able to participate in today's home decor trends outside of framing, but the Gallery Moments program puts them in that business."

Hasting adds that the metal and acrylic prints, as well as the portraits, are "great repeat purchase products"—for instance, someone from a large family may want to come back to the store and have portraits done of each of their children.

The program is exclusive to Larson-Juhl customers, and Sogaard says the initial response to the products' quality has been overwhelmingly positive. Larson-Juhl launched the program before the holiday season purposefully, to give retailers time to sign up and bring in more business during an already-busy part of the year for

A one-time registration fee of \$500 will give retailers access to the design portal, consumer referrals, four merchandising models, a floor merchandising banner, postcards, and brochures.

the industry.

"Gallery Moments can not only add incremental business during the holidays, but it also offers custom frame shops an exciting way to connect and engage their customers with highly relevant products during this gift giving season—and beyond," says Ginger Hartford, Strategic Marketing Manager at Larson-Juhl. "Moments that matter and personalized fine art make for the best gifts."

In terms of promotion, Larson-Juhl has developed a marketing plan to get word out about the program to consumers. Gallery Moments is featured on the company's website, high-quality video content has been released, and a social media campaign has been launched as part of the plan. As for targeted, local consumer marketing, Larson-Juhl is leaving that in the hands of the retailers.

"We are supporting retailers with our social media campaign, but really, the grassroots marketing is going to be led by the individual frame shops in their local communities," says Sogaard.

For more information about Gallery Moments, visit www.larsonjuhl.com. **PFM**