

CROW COLLECTION OF ASIAN ART

Dallas, Texas 2010 – Present

When the Crow Collection of Asian Art in Dallas quadrupled the size of its gift shop in 2010, Mary was chosen to set its new course. A longtime connoisseur of Asian aesthetics, she understood that the boutique had to mirror the gallery's diverse collection of historic and contemporary art from India, China, Japan, et al. and propel the gallery's educational mission. But Mary wanted more information about its customers, so she organized focus groups to decipher the desires of patrons at this niche museum. Then she scoured markets from Hong Kong to New York to Paris, selecting authentic, artfully crafted Asian products, from fun little wind-up toys to \$500 embroidered cashmere scarves. She built a private brand, introduced new categories, and arranged trunk shows of designer wares that corresponded to special exhibitions. Her strategic vision has been so successful that she continues as the boutique's chief merchant, spicing it up – sometimes literally – with items that reflect the Crow's creative programming, including cooking and wellness classes. Some clients stop by the museum just to see what's in store or to purchase a gift. And profits rose 38 percent in fiscal 2014.

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