

DALLAS MUSEUM OF ART

Dallas, Texas 2014 – 2015

The expansive shop at the Dallas Museum of Art was clogged with aging merchandise and in dire need of an overhaul. Seeing the need for reinvention, museum board member and retail innovator, Roger Horchow, recruited Mary in 2014 to work with the manager to devise a strategic new vision and an elevated point of view. It was a challenge she undertook with gusto, beginning with focus groups that revealed a preference for unique, unexpected goods with intrinsic artistic value.

The DMA is encyclopedic in its collection and special exhibitions. The challenge was to reflect the museum's collection and upcoming shows while catering to the diverse individuals in the DMA's broad demographic. Mary's knack for assembling unusual, enchanting products---from \$20 Giving Keys necklaces and bracelets to Philippi polished stainless steel homewares priced up to \$200--- produced dramatic results: sales jumped 41 percent in the first five months, and December rocketed a phenomenal 67 percent above the previous year.

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