

# **Shutterfly Emerging Artist Collaboration Proposal**

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# Shutterfly Artist Collaboration Summary

## Proposed Strategy

Launch an Artist partnership in conjunction with Tiny Prints site relaunch (Single Platform Migration) in July 2017 in order to distinguish the Tiny Prints boutique and experience from Shutterfly branded assortment and to further enforce the Tiny Prints premium POV.

Will launch exclusive “limited edition” stationery collections with 3 distinct Artists for TP site re-launch. Other levels of engagement will include leveraging Artist assets for landing page (LP) collateral, email, PR, and other marketing assets.

Will launch new Artist groupings 2-3x per year, Q1-Q3 outside of peak in order to drive incremental traffic, interest and revenue.

## Agenda

- Review overall initiative and align on project priorities
- Align on Artist ranking
- Review timing and next steps

# High Priority Artists

Our favorites and designers we likely can sign in limited time frame

# STINA PERSSON

## NAME RECOGNITION

Illustrator based in Sweden; Worked with major brands such as Coca Cola, Absolut Vodka, Louis Vuitton, Hermes, Godiva Chocolatier, Sony Music, Blue Note Records, Atlantic Records, Bloomingdale's, UNIQLO, Volvo Japan, Björn Borg Clothing, DKNY, Face Boutique, Iben Høj Clothing, Target.

## DESIGN POV

Artistic and edgy without being unapproachable

## RELATIONSHIP

Currently partnered for Tiny Prints and Wedding Paper Divas

## COST

Current Royalty Rate (4%) + Potential 5K spend if we were to ask her to design new assets for Landing Page/Marketing/email

## IMPACT

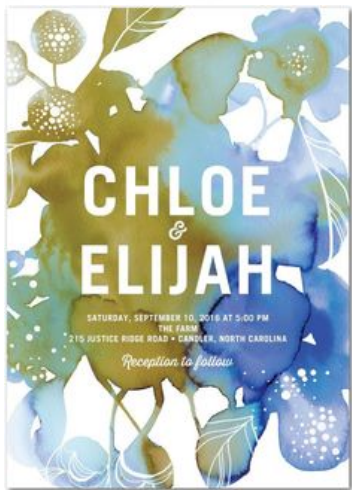
Instagram: 23k

Pinterest: More than 10K pins of work

Facebook: 7k



Examples of existing TP & WPD Designs





### NAME RECOGNITION

Author of best-selling home décor book and partnered with several high-end well known retailers, including Hygge & West Wallpaper, Lolo Rugs & Pillows and Schoolhouse Electric.

### DESIGN POV

Very clear maximalist bohemian aesthetic; her style is immediately identifiable and she is regarded as a pioneer within the design style

### RELATIONSHIP

Recently developed WPD collection with her but initial interest was for TP (TP was not an option at that time); she's expressed continued interest in partnering for TP collection

### COST

Current Royalty Rate (4%) + Potential 10K spend if we were to ask her to design new assets for Landing Page/Marketing/email

### IMPACT

Instagram: 800k

Pinterest: 1.25 million

Facebook: 20k



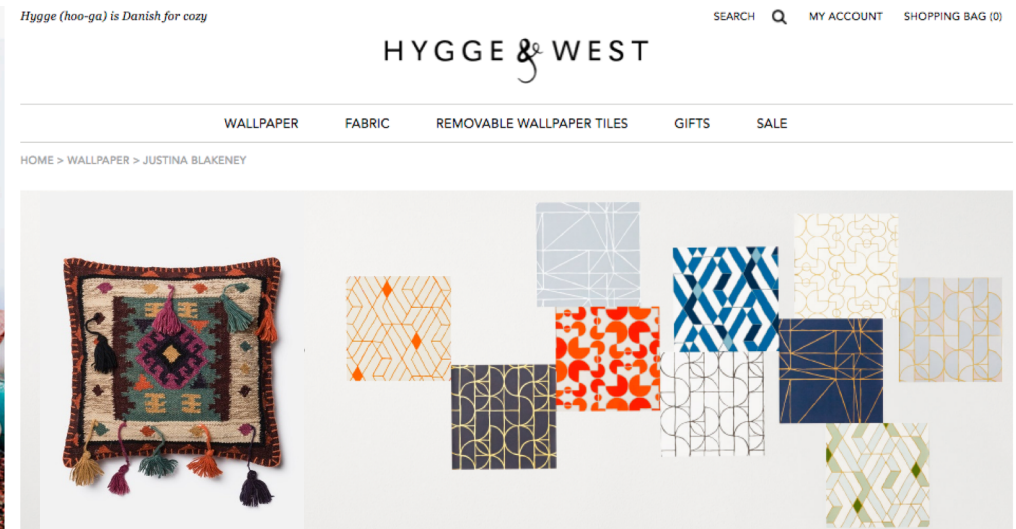
INTRODUCING

Justina Blakeney

Exclusively Designed for Wedding Paper Divas

Inspired by botanicals with a vibrant bohemian twist, Justina Blakeney's collection for Wedding Paper Divas adapts her original art and photography for wedding suites that are playful, patternful and jungalicious.

SHOP THE COLLECTION



*Designalive!*

NAME RECOGNITION

Collaborated with Anthropologie, Urban Outfitters and Nuvango. Represented by galleries in US and Canada; currently sells on SaatchiArt. Winner of Liquitex Muted Collection this past fall.

DESIGN POV

Bright and bold paintings of mostly figurative and non-objective work, often depicting the artists emotions at the time of creation

RELATIONSHIP

No relationship

COST

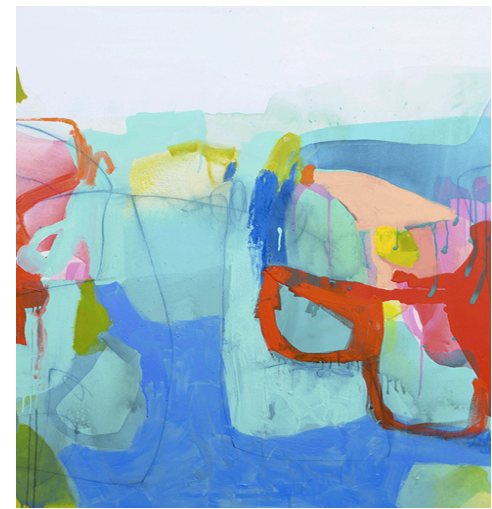
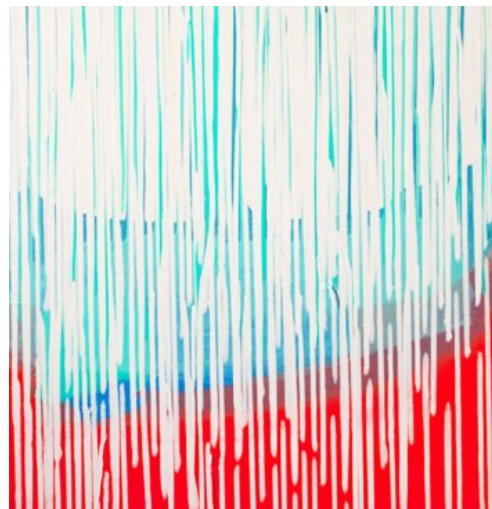
Unsure-\$14.4K projected cost based on asset type relationship at \$500-700/asset

IMPACT

Instagram: 22K

Pinterest: 6.8K

Facebook: 21K



## TOBIAS TOVERA

### NAME RECOGNITION

No current collaborations, however well known artist from the Bay Area. Tovera has had 12 solo and 37 group exhibitions in the US and Europe with recent publication in Knock Magazine and Art Voices. Tovera is the founder of the Ark Project and is in residence alumni of Performance Art Institute and Root Division in SF.

### DESIGN POV

Vibrant abstract paintings with strong color composition exploring paint as a sculptural object diffusing into the surface of his canvas.

### RELATIONSHIP

Currently have a connection through Gallery Owner

### COST

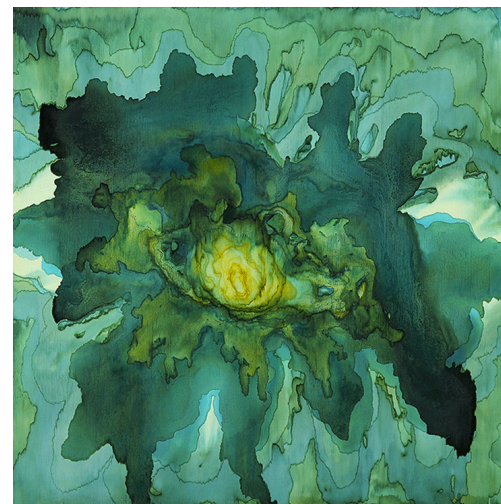
Unsure-Most likely asset based (\$1000/design)

### IMPACT

Instagram: 1k

Pinterest: >1K

Facebook: 1k





# EMILY ISABELLA

## NAME RECOGNITION

Partnered with Anthropologie, Hygge & West, Target, One Kings Lane

## DESIGN POV

Matisse-like quality with color and composition. Idealistic, playful and quirky

## RELATIONSHIP

None

## COST

Unsure; most likely to pitch as Asset Based-\$500-\$700 cost per design-potential to look at royalty model as well

## IMPACT

Instagram: 16.4K





NAME RECOGNITION

French artist formally trained at the Beaux-Arts and the Duperré School of Applied Arts primarily known in Europe. Current collaborations include, Anthropologie, Room Seven, Bazartherapy, Unicom, multiple other European Companies.

DESIGN POV

Colorful, naïve and poetic trending towards art brut. Work is nurtured by popular and folk art.

RELATIONSHIP

None

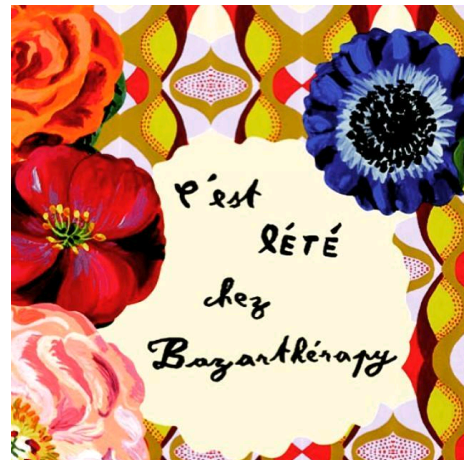
COST

Unsure; most likely to pitch as Asset Based-\$500-\$700 cost per design-potential to look at royalty model as well

IMPACT

Instagram: 33.5K

Facebook: 7.6K





### NAME RECOGNITION

Partnered with La Mer, One Kings Lane, Paperless Post, Trousdale China, Groundworks, Compartes Chocolates, loads of celebrity clients, interior design for the Viceroy and Tides hotels

### DESIGN POV

Colorful, Bold and Dramatic; tends to mix prints and plays with color and scale in a daring way

### RELATIONSHIP

We've done outreach prior through BD (2014) and there was interest on her side

### COST

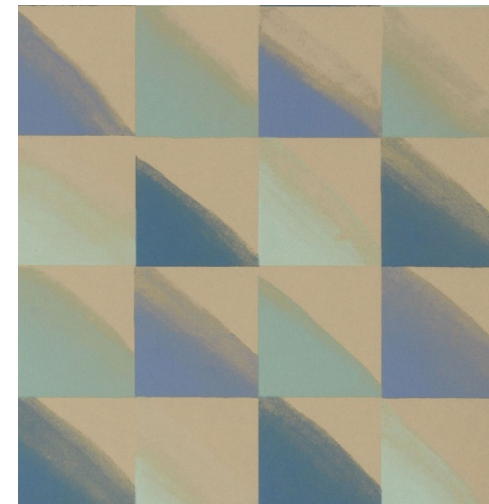
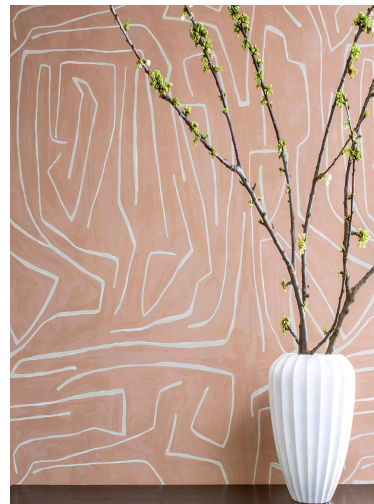
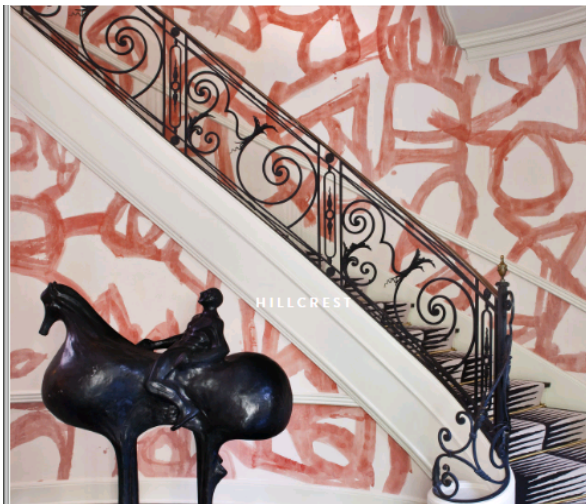
Could be costly-projecting Min Guarantee \$50K against royalties + ~\$25K for any creative assets needed for Landing page and Marketing

### IMPACT

Instagram: 367K

Pinterest: 53K

Facebook: 69K



# **Medium Priority Artists**

MARTA MSPENDOWSKA  
FINE ART, HOME DECOR & ILLUSTRATION

NAME RECOGNITION

Urban Outfitters, Design for Mankind, Papyrus, One Kings Lane, Joss & Main, Creed, Floris London, Target, domino, Verily, Creed, D2, Bed Bath and Beyond

DESIGN POV

Washy, ethereal, and nature inspired. Abstract seas, dreamy botanicals often are the center of her work. Primary medium is watercolor

RELATIONSHIP

None, rely on BD and DR to establish contact

COST

Unsure-Most likely asset based (\$500/design)

IMPACT

Instagram: 16.6K

Facebook: 2.6K

Pinterest: 2K



# KINDAH KHALIDY

## NAME RECOGNITION

Artist based in Bay Area; Worked with major brands such as Anthropologie, Old Navy, Of a Kind, Linus Bikes, Creator of Pamwear

## DESIGN POV

Paintings capture childlike, acid-tinged intensity bursting with happiness & abstract shapes. Often her works are combined with busy landscapes where bold composition is offset by the soft quality of individual paint daubs.

## RELATIONSHIP

None, rely on BD and DR to establish contact

## COST

Unsure-Most likely asset based (\$500/design)

## IMPACT

Instagram: 92.6K

Pinterest: 1.6K



# leah reena goren

## NAME RECOGNITION

Collaborated with Anthropologie, Ban.do, Chronicle Books, The Land of Nod, Loeffler Randall, Penguin Random House, Lenny Letter, and Revlon.

## DESIGN POV

Colorful illustrations, female focused, not as playful as others but certainly not dark or moody

## RELATIONSHIP

No relationship

## COST

Unsure-Most likely asset based (\$500/design)

## IMPACT

Instagram: 80k

Pinterest: N/A

Facebook: N/A



**Low Priority Artists**



# Lotta Jansdotter

## NAME RECOGNITION

Partnered with Target, Land of Nod, named Christie's Auction House Tastemaker, Tattly, Wyndham Fabrics, Chronicle Books, Moby Wraps, etc.

## DESIGN POV

Scandinavian, minimalist design aesthetic

## RELATIONSHIP

Currently partnered but somewhat inactive

## COST

Potentially no cost with marketing perks

## IMPACT

Instagram: 27k

Pinterest: 8k

Facebook: 21k



# TELL

PAINTINGS + PRODUCTS

## NAME RECOGNITION

Collaborated with Christian Soriano, Abercrombie & Fitch, Crate & Barrel and One King's Lane

## DESIGN POV

Vibrant abstract paintings of mostly figurative and non-objective work, often portrayed in pixilated compositions.

## RELATIONSHIP

No relationship

## COST

Unsure

## IMPACT

Instagram: 63k

Pinterest: 3k

Facebook: 5k



J E N N Y  P R I N N

NAME RECOGNITION

Current collaborations include Serena & Lily.

DESIGN POV

Vivid and electrifying abstract color compositions

RELATIONSHIP

None, rely on BD and DR to establish contact

COST

Unsure

IMPACT

Instagram: 9.7K

Pinterest: 2K



# EMILY + MERITT

## NAME RECOGNITION

Founders and creative directors of The Great-a women's collection sold globally. Currently partnered with Kate Spade and Pottery Barn.

## DESIGN POV

Colorful, Bold and Dramatic; loves to mix the unexpected-sweet polka dots with cabbage roses and skulls-think Glam Rock

## RELATIONSHIP

None; would rely on BD to engage-upside to leverage their styling talents for our LP Creative

## COST

Could be costly

## IMPACT

Instagram: 54.7K

Pinterest: 17.5K

Facebook: 5.5K



★  
**EMILY & MERITT**  
*For / Our* pottery barn kids

[shop now](#) | [view more](#)

# Sarah Campbell designs

## NAME RECOGNITION

Internationally acclaimed textile designer. Current collaborations include West Elm, Magpie, The London Cloth Co, Roger La Borde, Pen Heaven, The Do South Shop, Michael Ruh, and the Fashion Textile Museum

## DESIGN POV

Verve, love of pattern and color, and inventive freshness are the hallmarks of her work. Loving the range of contemporary v folkloric/traditional work

## RELATIONSHIP

We've done outreach prior through BD (2014) and there was interest on her side

## COST

Unsure

## IMPACT

Instagram: >1K

Facebook: >1K






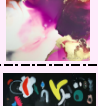
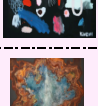

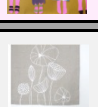
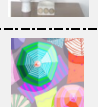

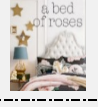



# Next Steps

- ❖ 1/26 - Finalize list for outreach and discuss approximate budget
- ❖ 2/6 - Begin outreach - Business Development and Designer Relations to partner
- ❖ 3/1 - Communicate final artist list-based on artist interest and approve Budget
- ❖ 2/15-3/10 - Partner with legal to finalize and execute contracts
- ❖ 3/10 - Kick off design strategy and establish design, merchandising, content deliverables
- ❖ 4/5 – Share vision and initial collection to Marketing, brainstorm and initiate brief
- ❖ Launch Collection-July 2017

# Appendix

# Artist Overview in Priority Order

	Type of Artist			Contract Info		Proposed Type of Partnership								Visual	
	Artist	Design Aesthetic	Area of Expertise	Current Relationship	Likeliness of Signing	Royalty	Rate	Asset	Asset Fee	Min. Guarantee	Est. MG Cost	Other Potential Fees	Total Projected Cost (Royalty \$ + Est. Fee)		Cost Notes
High Priority	Stina Persson	Fusion of Traditional +Edgy	Illustration, Watercolor, Fashion	Yes; Existing Designer	High	X	4%					\$ 5,000	\$ 21,000	Cost based on current avg revenue x rate + potential additional upfront cost of any LP design	
	Justina Blakeney	Bohemian	Textiles/Prints, Photography, Home Décor	Yes; Existing Designer	High	X	4%					\$ 10,000	\$ 14,000	Cost based on current avg revenue x rate + potential additional upfront cost of any LP design	
	Claire Desjardins	Figurative; Bold & Colorful	Artist	None	Mid			X	\$500-\$700 per design				\$ 14,400		
	Emily Isabella	Matisse-like; quirky	Illustration	None	Mid	X	8%	X	\$500-\$700 per design				\$12,000-\$15,000		
	Nathalie Lété	Whimsical/Folk Art	Illustration, Home Décor and Textiles	None	Mid	X	8%	X	\$500-\$700 per design				\$12,000-\$15,000		
	Kelly Wearstler	Dramatic/Bold Prints	Home Décor and Textiles	BD held discussions in 2014	Mid	X	8%				X	\$ 50,000	\$ 25,000	\$ 75,000	Don't believe we will exceed Min Guarantee against royalty cost; \$25K fee if we chose to leverage styling for LP
Medium Priority	Marta Spendowska	Abstract	Artist	None	High			X	\$500 per design				\$ 12,000		
	Kindah Khalidy	Abstract	Artist	None	Mid			X	\$500 per design				\$ 12,000		
	Tobias Tovera	Abstract; strong color composition	Artist	None	Low			X	\$1000 per design				\$ 24,000		
	Leah Reena Goren	Female Focused and Colorful	Illustration	None	Mid			X	\$500 per design				\$ 12,000		
Low Priority	Lotta Jansdotter	Scandinavian Minimalist	Home Décor and Textiles	Yes; Existing Designer	High	X	4%						\$ 4,000		
	Teil	Abstract	Artist	None	Mid			X	\$500-\$700 per design				\$ 14,400		
	Jenny Prinn	Abstract	Artist	None	Mid			X	\$500 per design				\$ 14,400		
	Emily + Meritt	Glam Rock	Home Décor and Textiles	None	Low	X	8%			X	\$ 50,000	\$ 25,000	\$ 75,000		
	Sarah Campbell	Contemporary w/ Folk Art Twist	Home Décor and Textiles	None	Mid			X	\$500-\$700 per design				\$ 12,000		