

# 20

# Best Sellers



**W**hat makes a best seller? Price, for one. When something is priced just right, people will instinctively be drawn to it. Style is the other important factor. It has to be attractive, whether it's on trend, a classic that will be held onto for a long time, or just so cute and fun shoppers just can't resist it. Ultimately, all these factors will have stores ordering them up. According to John Wind of Maximal Art, it's the number of re-orders that make something a top seller in addition to these three factors. Tag's Nancy Michael agrees, and adds that if the product is multi-functional, that also helps in its popularity. Here *Gifts & Decorative Accessories* presents 20 top sellers representing five categories: Gifts, Decorative Accessories, Table-top, Fashion Accents and Candles and Personal Care.

## Candles and Personal Care



■ Hand Therapy collection. Crabtree & Evelyn.  
860.928.2761. [www.crabtree-evelyn.com](http://www.crabtree-evelyn.com) Circle #903



■ Eucalyptus Mint filled soy wax candle. Chesapeake Bay Candle.  
240.485.3492. [www.chesapeakebaycandle.com](http://www.chesapeakebaycandle.com) Circle #902