

A SHAKE OF JINGLE AND A CUP OF NOG

— Connie Porcher

The Tales of Nog
3.5", \$65



ONCE UPON A TIME IN THE VAST REACHES OF THE ICY NORTH, TWINKLING, BRIGHTLY COLORED COTTAGES, SMILING STARS AND PERFECT SNOW-TIPPED PINES CLUSTERED IN IDYLIC PERFECTION. RESIDENTS DEVOTED THEMSELVES TO PREPARING FOR CELEBRATING THE HOLIDAYS 365 DAYS OF THE YEAR! FUN, FROLIC AND FRIENDS PREVAILED AMID THE EVER-FALLING SNOWFLAKES. LIGHT GLOWED WARMLY THROUGH THE FROSTY WINDOWPANES. AS FIREWOOD CRACKLED IN THE HEARTH, THE AROMAS OF ORANGES, PEPPERMINT STICKS, AND SUGAR COOKIES SCENTED THE KITCHEN.

THIS ONCE-UPON-A-TIME DREAM IS A FAIRY TALE NO MORE. WELCOME TO THE MAGICAL LAND OF JINGLENOG AND MEET ITS CREATOR MELISSA BYRNE.

JINGLENOG

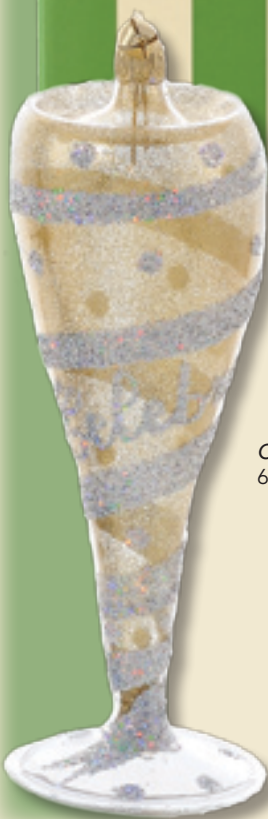
Tell us about yourself, Melissa.

I was born in New York City and lived in Michigan, California, Connecticut and Texas before I was 21. I think this made me a bit of a nomad and explorer. My husband and I love to vacation where we book a rental car and an initial hotel room. After that, there is nothing more exciting to us than an open road and map.

You have an extensive background in retail and product design. Tell us about your career path.

In college, I majored in English with a Theater minor. I have always been a doodler, painter and writer but was never confident in my skills. I didn't take any formal art classes until much later in life. I started my career in the *Buyer Training Program* at Bloomingdales, which taught me that great retail is truly theater! Stores will always have an advantage over the Internet because they can entertain and dazzle shoppers on all sensory levels. There is something about being able to touch the product that is a much more exciting and satisfactory experience than the Internet.

Retail as theater was the mantra at Bloomies. I developed a blinking sweatshirt when I was in the Dallas market and the success of that item got me hooked on product design and development. When I moved to Lord and Taylor as a product manager, I worked with different categories, such as cashmere sweaters, twill pants, sundresses, silk pajamas, shoes, handbags, hats and gloves. I remember how proud I felt the first time one of my designs appeared on the cover of a Lord and Taylor catalog. I was a buyer for over



Holly Jolly
4", \$45

Each JingleNog ornament arrives in an attractive presentation box nestled in a feathery bed of tissue shred.

Celebrate!
6", \$38

*Here's to family and friends!
To a New Year!
To a year's end!
To life,
The holidays,
May the good times flow
and never end!
Here's to me and you!
Raise a glass!
Celebrate!*

MAKE THE PERFECT HOLIDAY RECIPE

ten years and never tired of the thrill of good sales from an item I created!

How did you make the leap from designing cashmere sweaters and blinking sweatshirts to designing ornaments?

I have always loved Christmas. My mother has a wonderful collection of old German ornaments that her grandmother brought to America. I still marvel at their colors and patterns. Given my fondness for the holiday, when Lord and Taylor's Christmas Shop buyer retired, I was thrilled to succeed her. I loved traveling and working with all of the craftsman in Europe and throughout the world to develop exclusive styles for our stores. I truly enjoyed my years at Lord and Taylor, and I learned a lot while there. When I moved to Christopher Radko, my retail experiences helped me develop products for his line. Christopher challenged me creatively. He has a great eye for detail and I grew from the experience.

What prompted you to develop your own ornament line?

I think it was inevitable that I start my own line. My great fortune in working with successful retailers and designers prepared me for this next step. I believe that the ornaments in my debut line reflect my creative vision at attractive prices. The initial response to the line has been extremely positive. Collectors tell me they love the product, the stories, and the *JingleNog* ornament box, as it makes every piece a special gift.

How does one go about developing a new ornament collection?

Developing lines is something that I have been doing for years in my work so it comes very naturally at this point. The difficulties for me are editing and limiting myself. Starting up my business was pure joy and, today, I am involved in all aspects of the company.

Tell us a bit about your design process? What inspires you?

I am always thinking about new ornaments and one idea seems to lead to the next. I could be thinking about a pattern on a garment, a piece of fabric, a photo, a painting, the colors of a flower or the juxtaposition of the flower to the fence post to the grass. From that, I may collect swatches, bits and scraps that relate to those ideas. I'll draw the designs, write the stories, and bounce things off my family. It's definitely not a straight-line process; it's more of an ongoing, evolving way to work.

Melissa has shared original artwork for many of her designs. Can't you picture a very puzzled Polish sculptor as he took a first look at this goofy guy?

Googlie Green
4.5", \$40



"Unofficial" JingleNog Mascot

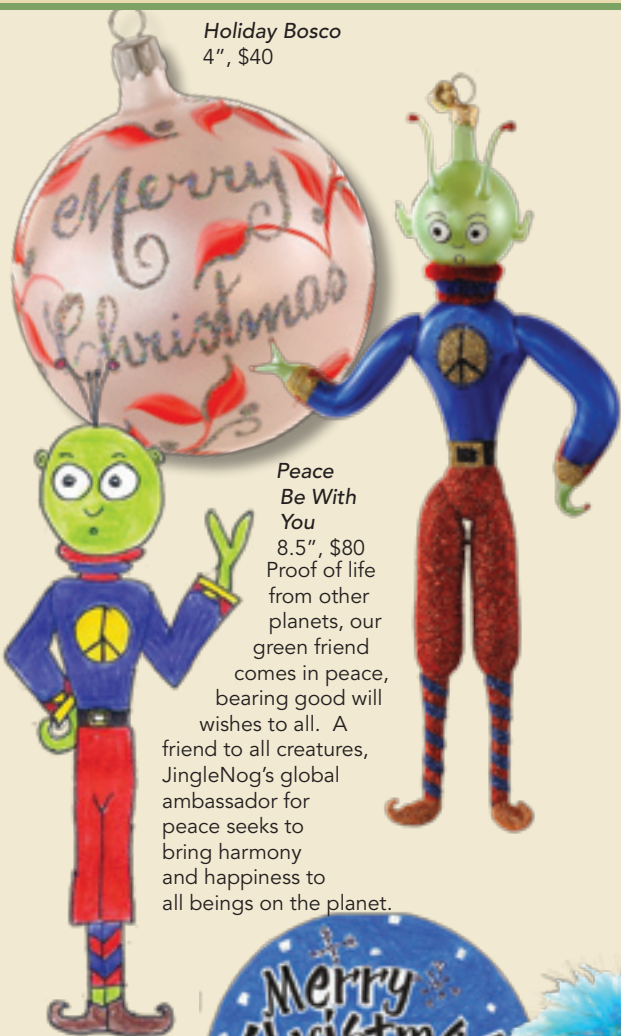
He is rather Googlie looking, and he is green. Googlie runs for mascot every year but the deer won't hear of it. They insist that there can only be one red nose that is known out there to the public. We have explained many times that JingleNog is a free land and that all creatures are created equally and with love. All are entitled to the best in public relations and campaign opportunities. No luck. Deer can be stubborn creatures.

— Melissa Byrne



Stripe N Stock
5.75", \$50

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Holiday Bosco
4", \$40

Peace Be With You
8.5", \$80
Proof of life from other planets, our green friend comes in peace, bearing good will wishes to all. A friend to all creatures, JingleNog's global ambassador for peace seeks to bring harmony and happiness to all beings on the planet.

How do you communicate your ideas to your mold-makers, glassblowers and painters?

I'm fortunate to have known the European artisans I work with for a long time. I love working with them and respect and value their abilities. My process with them is not a straight line either. I send over the design and the sculptor or blower interprets the drawing to breathe life into the piece. It becomes a dialog and the design takes on its own journey. For example, when I first drew *Bearing Gifts*, she was barefoot (or should we say bear-footed). When I saw the first sculpt, I realized that she needed her white anklets and patent leather Mary Janes. I know that sometimes my revisions make the process for the artisans more difficult. I try to write out directions for finishes, colors and glitters but when I am reviewing them, I find details that need to be added or changed to make it really come to life.

Aside from your own ornaments, do you pay attention to other manufacturers? If so, which ornament designs hold the most appeal for you?

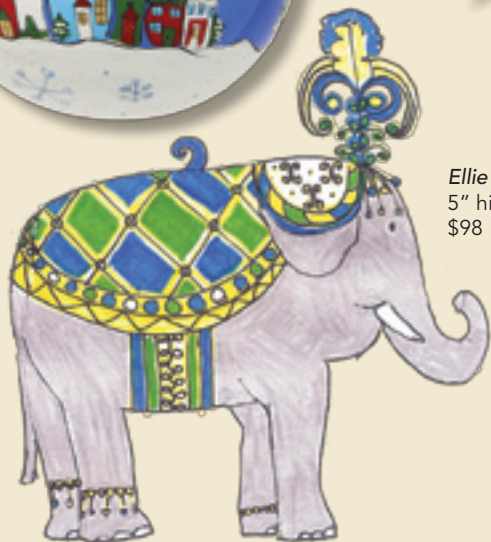
I have been very busy with my own line this year, but there is a lot of wonderful work out there. I have a lot of respect for all of the brands that create European glass ornaments. I want this category to be healthy, successful and thriving.

What do you like the most about your business?

JingleNog
4", \$48



Ellie
5" high, 7.25" long
\$98



Bearing Gifts
5" high, \$45



Holiday Bosco

Merry Christmas time,
JingleNog and vine,
Land of snowy pines,
Holly jolly times,
Bosco, holly time,
Here's to yours and mine!

Happy Holidays,
Holly, jingle times,
Jingle Bell and thyme.
Oak, birch, fir and pine.

Happy Holidays,
May It Snow All Day,
Ring - a ling - a ling,
Ting - a ling - a ling.

Snowman building time,
Holly Jolly Time,
Bring the mistletoe,
To warm fire's glow.

Happy Holidays,
Bosco Holidays,
Ring - a ling - a ling,
Jingle all the way!

— Melissa Byrne

I am excited to be able to impact people's lives, while respecting both the community at-large and the environment. *JingleNog* began with the mission — to share, care and celebrate. I hope the creation of my ornament line adds a little jingle to life. An important goal of my company is to give back. Our hangtags, insert cards and gift boxes are made from recycled paper. We plan to donate five percent of our annual net profit to causes we believe in.

If you had to choose just three ornaments from your own line that you'd say were your personal favorites, which three would they be?

Because this is *JingleNog's* debut line, I really feel like every piece is my child and I cannot choose between them. I hope they bring the same joy to others as well.

How many designs did you produce this year?

There are 64 styles in the 2009 line and we plan on a few mid-year additions at the July Atlanta show. I am very pleased with the overwhelmingly positive response we've received. I was especially excited that *JingleNog* won the "Best Booth in Category" award in Atlanta!

What are some of the special traditions you enjoy during the holidays?

The *Buche de Noel* is one of my holiday favorites. We have a wonderful local bakery that makes traditional European desserts. Their *Buche De Noels* are festooned with marzipan poinsettias, butter cream mushrooms, and little deer, trees and woodland creatures. I also love trimming the Christmas trees. The ritual of unpacking the ornaments and seeing each piece after a year is always special. We usually have dinner and a fire and trim the tree while we listen to seasonal carols. Flowers and greens are an important part of my holiday home and I hang the wreaths and pot the amaryllis with delight. For years we also made gingerbread houses and cookies with my mother.

Building on her very positive debut reception, Melissa plans to add a zip code locator to the *JingleNog* website later in the year so customers can locate a retailer close to them. With its emphasis on European craftsmanship, this exciting line is sure to attract the attention of collectors everywhere.

JingleNog
www.jinglenog.com • info@jinglenog.com • 914-219-5395

A shy and humble man of nature, Santa's father deserves half of the credit for having raised such an industrious, caring, giving and jolly son. Papa is a gentle fellow, often found repairing a toy, carving a nutcracker or creating new flavors. He loves to spin a tale with mama while sipping his nog. The sage of the village, he brings good luck to all those who believe.

Papa Claus
6.25", \$50



Nick O' Time
6.25", \$50



Babbo Natale
9", \$85

Befana had been delivering gifts each January 6th to the children of Italy for over 2000 years until Claus' younger Italian cousin, "Babbo," came onto the scene to help the old woman out. Bearing a resemblance to his American cousin, Babbo Natale has the same twinkling eyes and cherry nose as Claus.



Nicholas, Papa Claus' eastern cousin, arrives each year to help with the final holiday preparations just in the "Nick O Time". Rumor has it the word "nickname" was

first coined when Papa affectionately called his cousin "Nicko" when he arrived one year just in time for the holidays. A gifted horseman, Nicko arrives on steed with staff, wearing his long white robe and miter.