



Onward To New Products!

<http://gofreshforce.com/blog/2010/01/onward-to-new-products/>

Eyes wide open looking for our next opportunities, feet sore from walking miles around the 300+ exhibitors, I searched and perused for new products. It was certainly a fun and challenging experience that I am glad to report had a wonderful ending. Yesterday, (01-24-09) I attended the [Chicago Market Living and Giving Show](#), and let me tell you, it was exhausting! Despite my energy level being nearly zero by the time I boarded the train toward my way home, thankfully there were many wonderful people and products that you may see popping up on our website soon. (Yay!) Finding a few additions for [Fresh Starts](#) and [Fresh Fashion](#) was good; however, finding vast amounts of products and artisans for [Fresh Living](#) was fantastic.

After touring the show from 9am-4pm, I had to treat of listening to [Gordon Segal](#) (Chairman and Co-founder of Crate & Barrel) give a talk about retailing. If you ever get the chance to hear him speak, I would greatly encourage it! Mr. Segal was extremely charismatic and quite humorous, which made him a delight to watch and listen to. Gordon pointed out great tips like this, [in reference to new employees] "You train dogs, you *educate* employees." He also said, "Always buy what you love; odds are there are lots of people out there that will love what you buy too." The hour long talk went by in what seemed only a few minutes as the audience was engrossed and entertained by what Gordon Segal had to say, myself included.

Overall, I would say that the Living and Giving Show was a big success for Fresh Force, and I am hoping that you will see the fruits of my labor [research] soon! There were some wonderful children's items, some were crazy and fun toys and playthings while others were adorable clothes and accessories that I'd like to see join Fresh Starts. For Fresh Fashion, comfort and convenience products are at the top of my list of new additions. As for Fresh Living, I'd like to see the products that I found from all walks of the house, ranging from living rooms to kitchens, even some bathroom products. I'd definitely like to see Fresh Living offering items that are designed to make your house a home.

Our idea and goal is to offer our customers the items they need at the prices they want, while we help women entrepreneurs and artisans use their passions and talents to get their products into the hands that they were meant to be in. The world is a tough place, but working together and seeing the world's soft side makes all the difference.