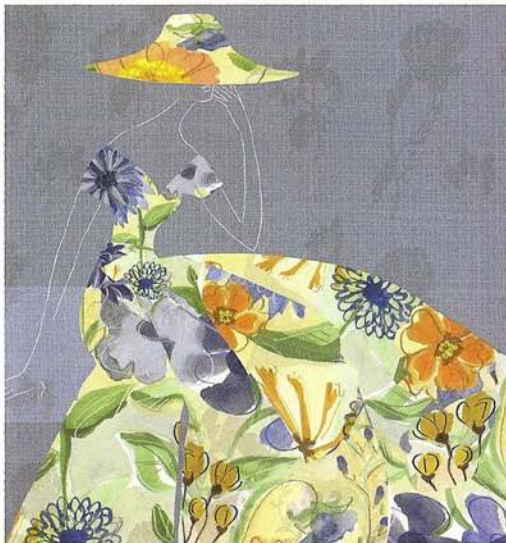


Two Town Keeps Pace with Market

Jim Marcotte believes the licensing market is evolving, and he has positioned his company, Two Town Studios, to adapt.

“We are looking at how to adjust our strategies, whether it’s guiding our artists toward more targeted collections or partnering with local experts in new categories and geographical areas. Technology is also changing every aspect of our operation from how we represent the artists to how we show the designs and, to some degree, it even affects which designs now work in the marketplace,” says Jim Marcotte, who, along with his wife Ronnie Walter, owns the licensing agency.

One way to stay competitive is to sign new talent, and Two Town Studios recently brought three new artists on board. David Wohlrab is a classic illustrator who has worked in 2-D and 3-D product design, and Gayle Kabaker, who has a background in fashion and commercial illustration, creates images with a soft, contemporary look. Two Town has also signed



Marianne Richmond, an artist who has created a number of award-winning books, hundreds of greeting cards and colorful giftware.

The agency continues to expand its licensing opportunities for new and existing properties. Ronnie Walter’s My Friend Ronnie collection continues to be a success for the agency.

“In January, we debuted a full line of giftware with Westland Giftware, a 100-SKU signature card and gift stationery collection from Leanin’ Tree and a line of decorative plaques with Enesco/Dept 56,” says Marcotte. The agency also signed an international partner who will produce My Friend Ronnie products in the Netherlands.

Walter’s new humorous collection, Real Women ... Real Country is a clever, hip line for the 50 million who live outside the major metro areas in the U.S. who have “little time for spas, sports cars or tiny dogs that fit in their purse,” says Marcotte.