

# Style Stick Media Kit

As seen in **Peoplestyle**

## Highlights:

- ✓ Also seen in Niche Magazine, October, Yam Magazine, November and the upcoming Boulevard Christmas Gift Catalogue
- ✓ Commercial with Culture Vulture TV now showing
- ✓ Style Stick® was originally featured on QVC shopping channel in 2014 - sold \$43,000 in 8 ½ minutes (4,300 units).
- ✓ Style Stick was featured on People Magazine Style Watch in September of 2015.
- ✓ Style Stick® is currently featured on the popular US shopping channel Joyus.com, which has an audience of 100,000+ - Sold over \$100,000 worth of Style Stick® since fall of 2015.
- ✓ In Britain, Style Stick® marketing with Katie from Beauty and the Boutique .....presently holding six million YouTube followers.
- ✓ Currently sold in Victoria stores such as Migration, Bodacious Lifestyles – Victoria and Vancouver, Outlooks for Men – Victoria and Duncan, Taylor Lynn Petites, Victoria and Sydney, Amelia Lee Boutique, Simply the Best, Paboom, Gold Hair Salon, Duchess & Duke, Close to You Fashions, Parksville.
- ✓ December Influencer Campaign featuring Elise Purdon, A Piece of Elise; Laura Mitbrodt, Mary Jane Atelier; Jannine Pampu, Happy Stylish Fit; Isabel Robertson, Bellas Fashion Journal; Kai Mundigler, Style Feed Victoria.



**Style Stick is non-toxic, acid free, washes out, doesn't stain, safe for all Fabrics, including silk. Even works on skin to stop a strap from falling.**

**Apply liberally, hold tight for thirty seconds, let dry for two minutes.**

**Retail Price: \$10.00 Each**

## The Style Stick® Story

Owner and Founder of Style Stick®, Keith Marchant, has been an inventor and entrepreneur for over 30 years in both the US and Canada. Like many entrepreneurs, the idea for Style Stick® came from a personal need, and from a desire to create a job for himself. He had always been bugged about how the collar on his golf shirt flipped up, and how it made him look like a nerd. That got under his skin, and he decided someday he would invent a product to solve this fashion challenge.

Keith is a serial entrepreneur, who has invented several products including a disposable handle-less toothbrush, for traveling professionals to discreetly clean their teeth on the go. 'Brandable' flip flops you see used in spas. Instant hot & cold packs and disposable Tyvek clothing,. Coming back from eight years in California, learning curve still in play, he created the largest, online trade show business, this from 2000-2003. He has a unique track record in creating, developing, manufacturing and marketing original products.

While developing the proper material for his teeth cleaning product, he had received a number of samples and test kits involving bio-degradable compounds from both Kodak and Dupont. One evening he decided to experiment with some of the test kits he had received. The next morning, he looked at his mess of various experiments and realized he had discovered a strong adhesive by accident... He wondered if this was something he could use on his golf shirt collar, thereby fixing a problem that had bothered him for decades. It was hugely important to Keith that any product he developed would be safe, biodegradable and non-toxic.

After making this accidental discovery, Keith dove into the world of adhesives. Knowing who to ask the right questions to, he started experimenting with adhesive compounds in his office. He compared traditional glue sticks with the compound he was developing. Through extended family and past business transactions, Keith had established manufacturing connections in China, where 90% of all glue sticks are made. He worked with a factory in China to further perfect his fabric glue compound – and they discovered that the formula applied smoothly like lipstick and did not ball or gum up when it was applied to fabric; it also wouldn't gum up needles for sewing.



Keith knew he could not go into the fashion industry without a tested product - and since he grew up around sewing and quilting, decided to start there first. He called his original fabric glue stick "Lapel Stick" and launched it into the sewing, quilting and crafts industry. He knew this industry already had similar products for half the price, so if he could prove it there, he could call it a success.

**Lapel Stick® became the #1 temporary fabric adhesive in the industry within 3 years.**

This success was done with the help of the Missouri Star Quilt Company, who skyrocketed to industry fame with their tutorial videos on YouTube, featuring Lapel Stick®. **Missouri Star Quilt Company is now the exclusive distributor of Lapel Stick® in the sewing, quilting and crafts industry.** Lapel Stick® is carried in more than **1,500 retail locations** throughout North America and beyond. This left Keith free to pursue his dream of introducing the product to the fashion industry.





Understanding that he would also market the product to women to replace double-sided "Hollywood tape", Keith knew he wanted to come up with a better package. His friends and family told Keith that he was crazy when he shared that he intended to create a new, more expensive package for the product – a classy, black aluminum tube – with a higher end, high fashion look to mimic an expensive lipstick. He felt women would be more likely to carry this in their purse, and that they would feel more comfortable pulling it out to use in a fashion emergency. He also knew he would eventually need a woman on his team to help promote the product.

In 2013 Keith got a call from Marcy McKenna, who was searching online for a temporary fabric adhesive - she came across Lapel Stick - the #1 temporary fabric adhesive in the sewing, quilting and crafts industry. She had recently won TLC's *Homemade Millionaire* reality show hosted by Kelly Ripa – and had secured an opportunity to sell inventions to over 90 million+ customers on the Home Shopping Network (HSN). She was looking for unique products that would help to solve women's everyday problems. Reference link:

<https://youtu.be/6U2i-iG0WbA>



The same week Marcy received her Lapel Stick® product samples, she was at an event and was able to fix two different garment mishaps with the "glue stick" in her purse. She was sold. She collaborated with Keith to help brand and market the product. "Style Stick® by Marcy McKenna, Your Tailor in a Tube" was born! In 2014 Style Stick® launched on QVC and sold 4,300 units in eight minutes (\$43,000 in sales).

Marcy McKenna, owner of Simply Solved Innovations is currently a host and lifestyle expert with online shopping and lifestyle company Joyus, which has an audience of over 100,000+.

**Marcy McKenna with People Magazine's Zoë Ruderman**

If you are based in the US or Canada, and you're interested in becoming a stocking retailer, if you have product questions, or you would like to request an interview with our founder Keith Marchant, we invite you to get in touch. You can connect by email at [info@stylestick.com](mailto:info@stylestick.com), or connect with us on our social channels:

Style Stick® on Facebook: [www.facebook.com/StyleStick](http://www.facebook.com/StyleStick) & Twitter: [www.twitter.com/StyleStick](http://www.twitter.com/StyleStick)

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