



Christmas Tree Shops

Est. 1950





EVERY SEASON, EVERY REASON.



THE ICONIC LEADER
IN SEASONAL GOODS
& HOME DECOR





"CHRISTMAS IS FOREVER,
NOT FOR JUST ONE DAY.
FOR LOVING, SHARING, GIVING,
ARE NOT TO PUT AWAY."

-Norman Wesley Brooks





THE BRAND

BRAND HISTORY

OUR STORY

WE'VE BEEN BRINGING HOLIDAY MAGIC
TO FAMILIES FOR GENERATIONS.

WE BELIEVE THAT CREATING MEMORIES IS PRICELESS
WE BELIEVE THAT THE POWER OF COMMUNITY KNOWS NO BOUNDARIES
WE BELIEVE THAT TRADITIONS AND FAMILY FORM THE DEEPEST CONNECTIONS
WE BELIEVE THAT CHRISTMAS IS A TIME FOR HEARTFELT GIVING
WE BELIEVE TRUE CRAFTSMANSHIP IS A RARITY
WE BELIEVE THAT AVERAGE IS BORING



TIMELINE

OUR HISTORY

1950

Christmas Tree Shops is founded as a seasonal gift shop near Cape Cod, Massachusetts.

1970

Following its acquisition by Charles and Doreen Bilesikian, Christmas Tree Shops has reinvented itself as the go-to destination for closeouts, and great deals.

1977

After the Company's first overseas buying trip to Taiwan, Christmas Tree Shops opens its second location and first big box retail location in Hyannis, MA.

1980's

The Company continues to expand, opening stores in Pembroke and Sagamore, MA, along with the first location outside of MA in Newport, RI.

1990's

With further expansion, the Company moves its distribution center from Cape Cod to Middleboro, MA.

2000

To increase the Company's buying power overseas, Christmas Tree Shops opens its Hong Kong sales office.

2003

After growing the Company to 23 locations, Christmas Tree Shops is purchased by Bed Bath & Beyond for \$200M for 23 stores.

2010's

The Company undergoes rapid growth, quickly expanding to over 80 stores. BBB launches the eComm channel and subsequently exited by 2019.

2020

Christmas Tree Shops is purchased from BBB by Handil Holdings. The company goes back to its roots of delivering shopping thrills, treasure hunts and incredible value to its customers.

2024

A New Chapter Begins....

RETAIL HISTORY

A UNIQUE SHOPPING EXPERIENCE

CHRISTMAS TREE SHOPS OFFERED SHOPPERS A ONE OF KIND ADVENTURE. EVER-EVOLVING SEASONS AND SPECIAL PRODUCTS EVOKED A TREASURE HUNT OF HAPPINESS AND JOY WHILE GENERATING EXCITEMENT.



WHAT WE STAND FOR

OUR DNA

PEACE
JOY
HAPPINESS
WARMTH
FESTIVITY

FAMILY
GIFT GIVING
TRADITIONS
EXCITEMENT
MEMORIES



WHY WE DO WHAT WE DO

OUR MISSION

TO INSPIRE, SURPRISE & DELIGHT
AT EVERY TURN WITH
FUN, FRESH, AND UNIQUE FINDS
AT AN EXCEPTIONAL VALUE.



BRAND GOALS

OUR VISION

TO OFFER SPECIAL FINDS & TREASURES
FOR EVERY SEASON.



HISTORICAL METRICS & PURCHASE DATA

THE NUMBERS



THE OPPORTUNITY

COMBINED MARKET SHARE ACROSS
SEASONAL, HOME & DECOR,
FOOD & DRINK, APPAREL & PET.



\$1.2T

*SOURCE DATA AVAILABLE UPON REQUEST





THE CUSTOMER



FOR ALL AGES & GENERATIONS



TARGET DEMOGRAPHICS

LARGE MARKET SHARE OPPORTUNITY ACROSS ALL AGE DEMOGRAPHICS.

DESIRED MARKET SHARE	AGE RANGE	US MARKET SIZE
45%	AGE 35-49	59.4M
35%	AGE 50+	47.1M
20%	AGE 25-34	22.4M





PRIMARY CUSTOMER

THE PARTY PERFECTIONIST



SHE'S 35-49

A MOM WITH TEENAGE CHILDREN

SHE'S CAREER-FOCUSED

FAMILY AND FRIENDS ARE A PRIMARY FOCUS

SHE LOVES SEEKING OUT UNIQUE FINDS

SHE'S A 'TREASURE HUNTER'





SECONDARY CUSTOMER

THE MERRYMAKER



SHE'S 50+

MARRIED WITH ADULT CHILDREN

ESTABLISHED IN CAREER

SHE LOVES SHOPPING FOR FOOD AND HOME

SHE PLANS HER SHOPPING OUTINGS





TERTIARY CUSTOMER

SOCIAL MEDIA MAMMA



SHE'S 25-34

SHE'S A NEW MOM

SHE DOES IT ALL FOR THE INSTA

SHE'S A SAVVY DEAL HUNTER BUT IMPULSIVE

WHEN CAPTIVATED BY SOMETHING SPECIAL



A detailed Christmas window display. On the left, a dark wooden shelving unit holds several shelves of holiday-themed items, including red-wrapped gifts, small white Christmas trees, and decorative figurines. A large, lush green wreath with red berries and pinecones hangs on the wall in the center. To the right of the wreath, a tall, snow-dusted Christmas tree is decorated with numerous red and white ornaments and red ribbons. The background is a dark wood paneling, and the overall lighting is warm and festive.

THE POSITIONING

MARKET POSITION

WHILE IN OPERATION, CHRISTMAS TREE SHOPS STORES ACHIEVED HIGHER SALES PER SQUARE FOOT THAN ITS DIRECT COMPETITION, DEMONSTRATING THE POWER OF THE BRAND AND THE OPPORTUNITY TO EXPAND ITS FOOTPRINT.



DIRECT TO CONSUMER

A FLAGSHIP E-COMMERCE PLATFORM TO INSPIRE, LEAD THE BRAND
DIRECTION & DRIVE SALES



RETAIL OPPORTUNITY

BRINGING AMERICA'S HOLIDAY BRAND TO LIFE IN STORE.



POP UP DISPLAY



END CAP / AISLE



SHOP IN SHOP



THE PRODUCTS

THE PRODUCT MIX

A UNIQUE SELECTION OF PRODUCTS AIMED AT DELIVERING A DISTINCTIVE SHOPPING EXPERIENCE TO CUSTOMERS THROUGHOUT EACH SEASON OF THE YEAR. EACH NEW PRODUCT LAUNCH REPRESENTS AN OPPORTUNITY TO CAPTIVATE CONSUMERS WITH FUN AND FESTIVE DESIGNS.



HOLIDAY
& SEASONAL



PARTY
& OCCASION



HOUSEWARES



HOME DECOR
BED & BATH
OUTDOOR



FOOD & DRINK



APPAREL
ACCESSORIES
PET





NUTCRACKERS



WREATHS & GARLANDS



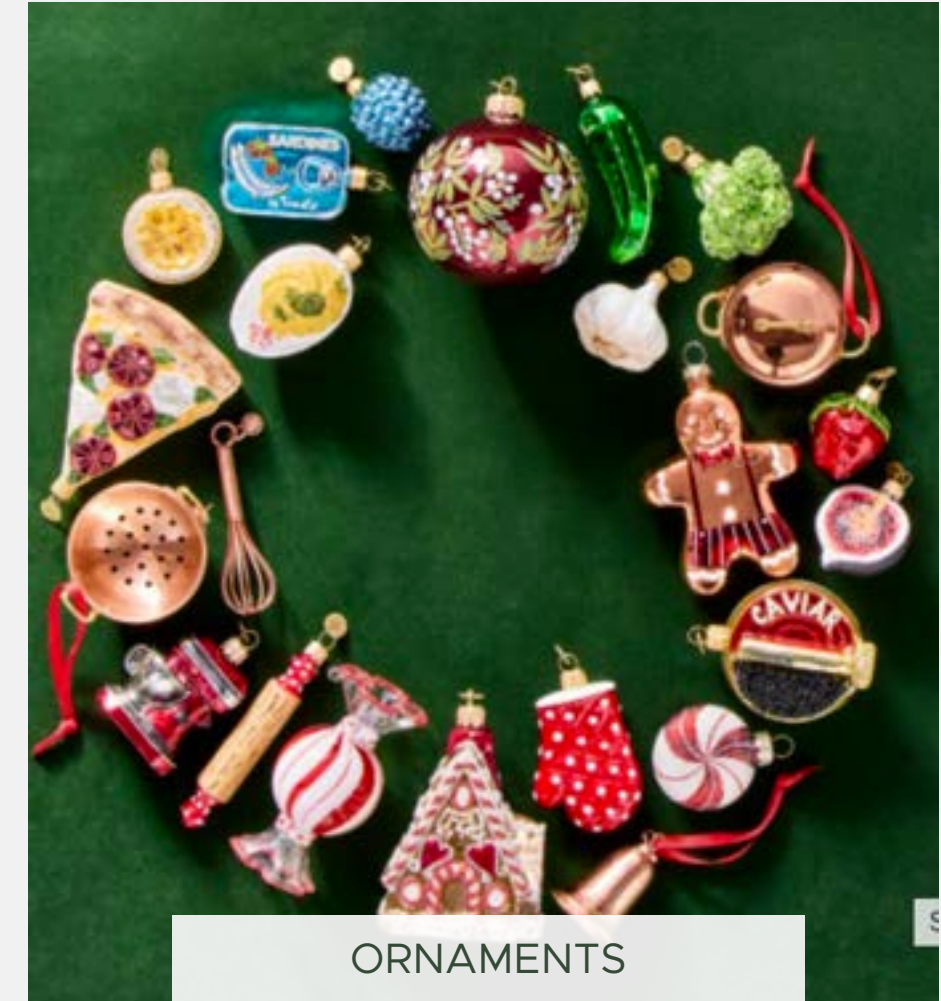
LIGHTS



DOORMATS



APPAREL



ORNAMENTS



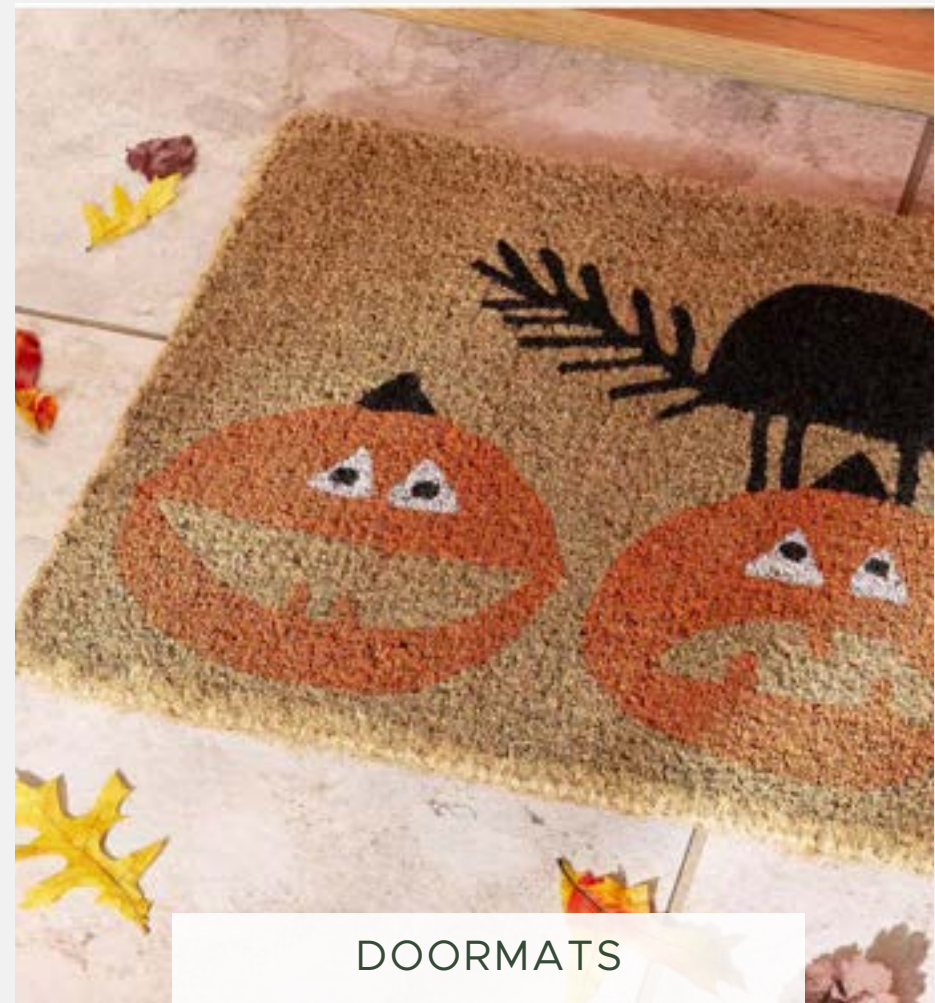
OUTDOOR



TABLE TOPS



APPAREL



DOORMATS



THROWS



TABLE TOP



ORNAMENTS



DECOR



WRAPPING PAPER



WREATHS



BASKET LINERS



OUTDOOR



DECOR



PAPER GOODS



OCCASION



OUTDOOR DECOR



LINENS



FOOD & DRINK



THROWS



GARLAND



PILLOWS



QUILTS



BATH



PILLOWS



BATH MATS



SERVEWARE



MUGS



NAPKIN RINGS



TABLE TOP



EMBELISHMENTS



STOCKINGS



WRAPPING



CARDS



HOT CHOCOLATE DISKS



COOKIE SETS



PEPPERMINT



GINGERBREAD SETS



FAMILY SETS



SOCKS & SLIPPERS



ROBES



SLEEPWEAR



HOLIDAY SWEATERS



STELLA

Ginger

SWEATERS



COSTUMES



BOWLS



LENNY

Teddy

SWEATERS



COLLARS & LEASHES



STOCKINGS



THE MARKETING



MARKETING STRATEGY

SUPPORTING THE BRAND WITH A STRATEGIC AND DYNAMIC 360 MARKETING APPROACH



KEY TACTICS FOR GROWTH



DYMANIC
SOCIAL MEDIA

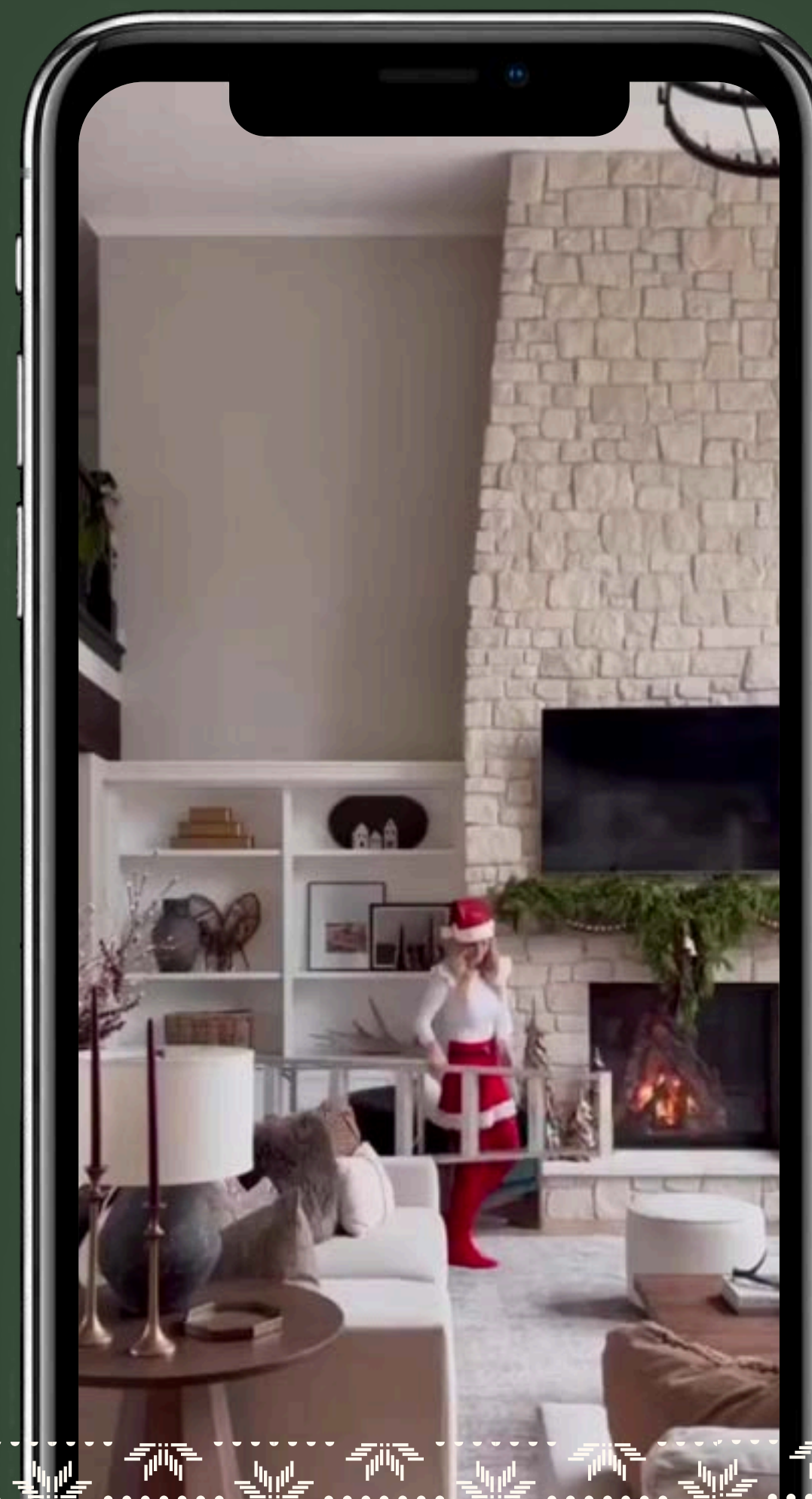
COMPELLING
CONTENT & CREATIVE

INVENTIVE HOLIDAY
ACTIVATIONS

EMAIL & SMS DRIVING
CONVERSION

TARGETED
INFLUENCERS
& COLLABS

COMPREHENSIVE
PUBLIC
RELATIONS



LET'S BUILD SOMETHING
MAGICAL TOGETHER

DAVID ZOLOT | TIGER GROUP
MANAGING DIRECTOR, BRAND STRATEGIES
DZOLOT@TIGERGROUP.COM

LICENSING OPPORTUNITIES

THE B  AND LIAISON
OPENING DOORS. CLOSING DEALS.

STEVEN HELLER
STEVEN@THEBRANDLIAISON.COM • 561.302.7838