



JULY 2026 • ISSUE 6 • VOLUME 1

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### A Month of Momentum

If there is one word that defines this past month, it's momentum.

Over the last several weeks, we've celebrated milestones that have been months—and in some cases years—in the making. We've spent countless hours planning, building, dreaming, and preparing for what comes next, and we're excited to finally begin sharing so much of it with you.

This month's issue is packed from cover to cover.

We're taking you behind the scenes at the Dallas Market Center, where we spent several days sourcing inspiration, discovering incredible new vendors, strengthening long-standing partnerships, and carefully selecting products that will eventually find their way into your homes and creative spaces.

But perhaps the moment we're most excited to share is one that has been quietly taking shape behind the scenes for months.

After an incredible response from creators across the country, we are proud to officially introduce the inaugural Collective Crew Ambassador Class of 2026.

From the very beginning, this program has never been about follower counts or simply promoting products. Our vision has always been to build a community of creators who believe in encouraging others, sharing their creativity, and representing the heart of what Whittick's stands for. These ambassadors aren't just joining our team—they're becoming an extension of our family and helping shape the future of our brand.

We truly believe this remarkable group of creators will help elevate Whittick's Design Collective to the next level, and we couldn't be more thrilled to have them leading the way with us.

Of course, that's just the beginning. You'll also find our Dallas Market recap, where we share some of our favorite moments, exciting trend forecasts, incredible new vendor discoveries, and a few behind-the-scenes stories that remind us why we love this industry so much.



From breathtaking showroom displays and inspiring conversations to products we simply couldn't stop thinking about, this trip reinforced our commitment to bringing you carefully curated products that inspire creativity and stand apart from the ordinary.

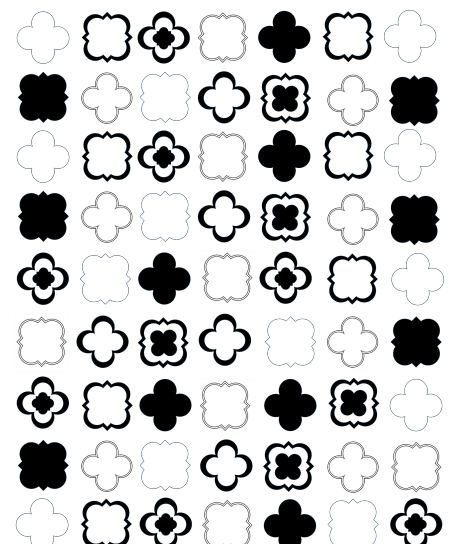
Beyond that, we're continuing to build the foundation for what's ahead—from preparing for the launch of our new Shopify store and expanding our curated collections to growing our educational resources and strengthening the community that surrounds this incredible creative journey.

Because while products may be what first bring us together...

People will always be what takes us to the next level.

Whether you're joining us for our live sales, reading The Goods, following along on social media, or now cheering on our Collective Crew Ambassadors, thank you for being part of this journey. Every order, every comment, every share, and every word of encouragement reminds us why we do what we do. We're incredibly grateful you're here, and we can't wait to show you everything we've been working on.

So grab your favorite cup of coffee, settle in, and let's take a look at What's Good.





# THE REAL GOODS

## Market Diaries

### Inspiration, Innovation & A Look Ahead to Spring 2027

For years, our trips to Dallas Market Center have revolved around one thing—the January Markets. As designers, that's always been our season. We'd go to discover new products, gather inspiration, and begin dreaming about the holidays and seasons ahead.

This June, however, was different.

With our new warehouse underway and Whittick's continuing to evolve beyond live sales, we found ourselves wearing a different hat. We weren't attending Market solely as designers this time—we were there as buyers, business owners, relationship builders, and suppliers. That shift in perspective changed everything.

To be completely honest, we weren't quite sure what to expect from the Spring Total Home & Gift Market. We'd heard it offered a different experience than January, but until you walk those halls yourself, it's hard to appreciate just how different it really is.

And after spending several days there... We're already looking forward to next year.

The atmosphere was noticeably calmer. The crowds were lighter. Conversations lasted longer. Vendors had the time to sit down, answer questions, share ideas, and talk about where the industry is headed instead of simply keeping pace with thousands of buyers moving through their showrooms.

For us, that slower pace became one of the greatest gifts of the trip.

Instead of racing from showroom to showroom checking boxes, we found ourselves discovering companies we might have otherwise walked right past. We strengthened relationships with longtime vendor partners, met incredible new people, and planted the seeds for opportunities that we're excited to watch grow over the coming months.

Perhaps the biggest takeaway wasn't a product at all.

It was the realization that this Market reaffirmed where Whittick's is headed. Every conversation, every showroom, and every new connection reminded us that we're building something much bigger than we ever imagined.



The warehouse, the expanded inventory, the relationships we're cultivating, and the experiences we hope to create for all of you are all becoming part of a much bigger picture.

Before we jump in, one quick disclaimer... We love giving you a behind-the-scenes look at what inspires us, and this trip was full of moments we couldn't wait to share.

That said, we're going to keep a few of our favorite discoveries tucked safely under wraps—for now.



We still have to leave ourselves a few surprises for future live sales, new product launches, and those moments when we can finally say, "We've been waiting to show you this!"

So come along for the journey...just don't expect us to reveal every page of the notebook.

Grab your walking shoes, your Market badge, and maybe a cup of coffee...

Welcome to our Spring 2027 Market Diaries.



### Day One: Friends, Inspiration & Getting Started

Our Market adventure actually began before the show floor officially opened. After arriving in Dallas, we headed straight to Dallas Market Center to help our dear friend and designer, Nancy Brown, prepare her temporary showroom for the show. We'd offered to help during the last Market, and we were thrilled when she decided to take us up on it this season.



# THE REAL GOODS

## Market Diaries (continued)

If you've been part of our community for any length of time, you've probably heard us mention Nancy before. Not only is she one of our favorite designers, but she's also one of the most genuine, kind, and inspiring people we've had the pleasure of knowing. Every conversation leaves us with fresh ideas, renewed creativity, and a reminder of why we love this industry so much.



Of course, we were also hoping to place a small spring order while we were there and get a firsthand look at some of the new pieces she'd been working on. We could already tell it was going to be difficult not to bring home everything.

After a full afternoon of setup, catching up with friends, and getting settled into Market mode, we checked into one of our favorite hotels—a place that has quietly become part of our Dallas tradition. With an early morning ahead, we called it a night and got some much-needed rest before our first vendor appointments began at 9:30 the following morning.

Before we dive into the rest of our trip, we should probably explain how Market actually works because it's very different from what many people imagine.

When we attend Dallas Market Center, we're not filling shopping carts and hauling products back to the hotel. Instead, we're building an entire year's worth of inspiration.

We spend our days walking showrooms, touching every ribbon, studying florals up close, comparing textures, pairing colors, evaluating quality, asking questions, and slowly creating a vision for future collections. As we make our selections, wholesale orders are written and submitted—many of which won't actually begin arriving for months.

It requires us to think far beyond the season we're currently living in.

While many people are decorating for Christmas 2026, we're already planning Spring and Summer 2027.

Once we return home, that's when the real work begins.

Shipment calendars are built. Product launches are mapped out. Live sale schedules begin taking shape. We brainstorm classes, plan member boxes,







## Market Diaries - (continued)

coordinate seasonal events, and now—even factor in our growing Ambassador Program. Every order we place has a purpose, every collection tells a story, and every buying decision becomes part of a much bigger plan.

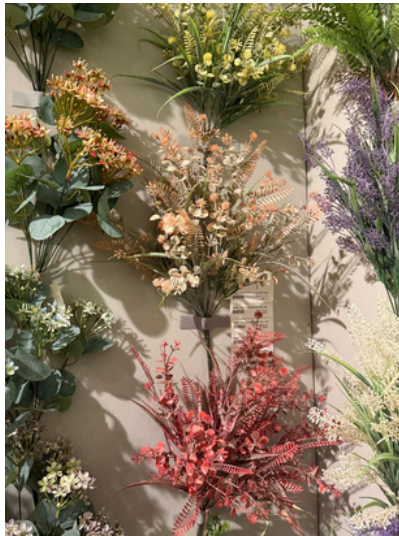
That's one of the things we love most about Market.

It allows us to thoughtfully curate collections we genuinely believe you'll love—not simply purchase what's popular at the moment. Every ribbon, every floral stem, every ornament, and every seasonal accent has to earn its place before it ever finds its way into the warehouse.

With notebooks ready, comfortable shoes laced up, and more excitement than we could contain, we stepped onto the show floor Wednesday morning eager to reconnect with longtime vendor partners, discover a few new suppliers, and maybe—just maybe—find something we never even knew we were looking for.

Little did we know...

Day Two was about to deliver exactly that.



### Day Two: Florals, Finds & a Few "Holy S@t" Moments

If Day One was all about settling in, Day Two was where Market really came alive.

It was one of those days that leaves you completely exhausted, completely inspired, and somehow still wanting to keep going because there was just that much goodness packed into every showroom.



We kicked off the morning with one of our favorite floral vendors, where we found some absolutely incredible Spring and Summer 2027 components. One of the biggest takeaways for us this season is that color palettes are beginning to soften. We're seeing a beautiful shift toward muted pastels, layered textures, flocked natural greenery, and botanical elements that feel a little more

refined while still embracing all the joy and personality we've come to love.

The influence of Dopamine Decor is definitely still present—but it's evolving. Instead of loud, saturated color everywhere, we're seeing it expressed through thoughtful layering, texture, dimension, and collections that simply make you smile.

Later that morning, we stumbled across one of the biggest surprises of the entire trip when we met the owners of a floral company that was completely new to us. Y'all...

Oh. My. Goodness.

When we tell you the quality is unmatched, we truly mean it.



Their florals have that botanically correct, real-touch realism that's incredibly difficult to find—especially at a price point that makes sense for a growing business. It was one of those moments where you instantly realize you've discovered something really special.

These weren't filler stems.

They were statement pieces.

The kind of florals that can stand beautifully on their own while also elevating everything around them.

We spent a couple of hours getting to know the owners, learning about their company, hearing their story, and talking through future possibilities. Those conversations reminded us that Market isn't just about products—it's about people. It's about relationships. It's about finding partners who care about quality just as much as you do.





# THE REAL GOODS

## Market Diaries - (continued)



Needless to say...

We were hooked.

If we'd had an unlimited budget, we probably would have loaded half their showroom into the truck. Instead, we carefully selected a handful of pieces that absolutely stole our hearts and already have us dreaming up future collections.

Let's just say...

You'll definitely be seeing those at Whittick's before long.

Some details we'll keep tucked away for now, but trust us when we say we're incredibly excited about where this new relationship may lead.



We also checked back in with our sweet friend Nancy Brown and helped with another display case in her showroom. Since we already carry—and regularly order from—her luxury ribbon collection, it was simply nice to spend more time with her and her incredible team. They're exactly the kind of people who make this industry so special. As if that wasn't enough for one day, we also had the opportunity to officially meet Michelle and Greg of Creek Road Designs in person. They were every bit as kind, genuine, and encouraging as they seem online, and it was such a joy to finally connect face-to-face. It's incredibly refreshing when the people you've admired from afar turn out to be exactly as wonderful in person.



Then came Round Top Collection. Thankfully, we'd already established our account, completed all the paperwork, and received approval before we ever walked into the showroom. Because once we stepped inside... I was officially obsessed. If you're not familiar with Round Top Collection, their Mini Art collections truly live in a category all their own.



We had the opportunity to spend time with Jeff Krause, owner & CEO, discussing one of his newest display concepts—a beautifully versatile pumpkin arch—and hearing how he envisioned it transitioning from summer into fall and then effortlessly into Halloween.



Those are the kinds of conversations that stay with you long after Market ends. We officially placed our Round Top order the following day and also finalized our plans for those items as well. Between those two vendors alone, we're bringing in some truly special additions that we already know will become future Whittick's Weekly live sales, educational content, seasonal inspiration, and Ambassador Program features.



# THE REAL GOODS

## Market Diaries - (continued)



Another unexpected highlight came when we discovered that a company we've actually been purchasing from—through another supplier—for years had a permanent showroom at Dallas Market Center.

Somehow...

We had absolutely no idea.

It was one of those genuine "How did we not know this?" moments

Being able to begin conversations directly with the source about future purchasing opportunities, product availability, and long-term partnerships may not sound exciting to everyone—but for a growing business, those conversations can be game changers. Just when we thought the day couldn't get any better, we wandered into burton + BURTON.

We were admiring several displays when a kind gentleman walked over, introduced himself, and asked if anyone had greeted or helped us yet.

If you know me, you know my ADHD brain was already bouncing from display to display taking everything in, so I honestly hadn't paid much attention to his name tag.

.A few moments into the conversation, it finally clicked.

His name was Bob.

As in...

Bob Burton.

Yes...

That Burton.

One of the owners of the iconic company.

From that moment on, Bob treated us like old friends. He walked us through the showroom, shared stories behind several collections, pointed out pieces he was especially excited about, and genuinely took the time to get to know us and our business.



And here's the funny part...

Just about every item he stopped to highlight...

We ordered.

Because it really was that good.

By the time we finally made it back to the hotel that evening, our feet were tired, our notebooks were overflowing, and our minds were racing with ideas. We couldn't stop talking about everything we'd seen, the incredible people we'd met, and all the possibilities beginning to take shape.

And somehow...

We still had one more full day of Market ahead of us.

### Day Three: Ribbon Dreams, Unexpected Friendships & Looking Ahead

By Day Three, our feet were definitely feeling the miles we'd logged over the previous two days, but our excitement hadn't slowed down one bit. If anything, we'd settled into that wonderful Market rhythm. We had a growing stack of order forms, pages of notes, and just enough time left to make one final pass through some of our favorite showrooms before heading home.

Naturally, we saved two of our favorite ribbon destinations for last: Nancy Brown Home and D. Stevens.





# THE REAL GOODS

## Market Diaries - (continued)

Let's just say...

We saved the best for dessert.

Walking back into Nancy Brown Home felt a little different this time. Having the opportunity to help Nancy style and set up her temporary showroom before Market opened gave us a unique appreciation for the collection. We'd watched it come together piece by piece, and now we were experiencing the finished masterpiece.

And child...

Let us tell you.

Just. Wow.

Every display sparked another idea.

It wasn't just ribbon.

It was artistry.

It was craftsmanship.

It was the kind of collection that immediately starts designing wreaths in your head before you've even reached the next display.

Nancy even surprised me by insisting I bring home the oversized display bow I had created for her showroom using her brand-new Spring 2027 ribbons.

Now that was pretty darn special.

### D. Stevens.

No Dallas Market trip feels complete without spending time in their showroom, and we intentionally schedule our appointment early in the day because, well...we don't exactly shop the way most people do.

Most buyers grab a cart and begin filling it with ribbon.

We grab multiple carts.

By the time we're finished, they look more like rolling inspiration boards than shopping carts.

My brain simply doesn't shop ribbon one roll at a time.

It shops in collections.

I may be standing in front of Spring ribbon when suddenly a gorgeous Christmas velvet catches my eye. Then I remember a Halloween stripe from another wall, followed by an everyday plaid that somehow ties everything together. Before long, I'm pulling ribbon from multiple seasons because I'm not looking at individual rolls...

I'm trying to build an entire Whittick's collection.

Maybe that's just the ADHD in me, but I've learned to embrace it because it's often where our best ideas begin.

I'm constantly asking myself, "What story are we trying to tell? How will these ribbons work together? How will our customers use them in wreaths, bows, lantern swags, centerpieces, garlands, trees, and so much more?"

We're not simply buying ribbon.

We're curating collections.

Collections that feel cohesive.

Collections that feel elevated.

Collections that inspire creativity while still feeling unmistakably Whittick's.



Everything about the Spring 2027 collection gave us that immediate feeling of, "Oh...this is beautiful." Then, just a few moments later, it became, "No...this is magnificent."

Everywhere we turned there was another detail that made us stop. Gorgeous spring velvets in sophisticated color palettes. Exquisite embroidery. Hand-crocheted florals layered over quilted dupioni. Velvet ribbons finished with stunning crystal embellishments. Every collection felt intentional. Every ribbon had a purpose.



It came home with us, and it'll always remind me of an incredible Market—and an even more incredible friendship. From there, we made our way to what has become one of our favorite Market traditions...







## Market Diaries - (continued)

Meanwhile, Micah is usually just a few steps behind me, quietly making sure I don't accidentally buy the entire showroom.

He's our numbers guy.

I'm the dreamer.

He's watching budgets while I'm chasing inspiration. He's making sure the math works while I'm already imagining future live sales, classes, tutorials, product bundles, and all the beautiful things our community will create.

That's honestly why we work so well together.

Normally, this is where we have one or two...let's call them spirited discussions. But this Market?

Something clicked.

As we continued pulling ribbon after ribbon, we both saw the vision coming together. The colors flowed effortlessly. The textures complemented one another. The patterns layered beautifully. Instead of debating every choice, we found ourselves creating one of the most cohesive seasonal collections we've ever assembled.

It honestly felt like magic.

One thing we've learned over the years is that Market doesn't always operate on our timeline—and if we're being honest, patience isn't exactly one of our strongest virtues when we find something we absolutely love.

That's simply part of the wholesale business.

Many of the collections we're ordering for Spring and Summer 2027 won't begin arriving for several months. As difficult as that wait can sometimes be, it's all part of planning ahead.

That's also why we love taking advantage of the Spring Market in another way.

While we're placing orders for seasons farther down the road, we're always searching for immediate-ship items from seasons that are much closer.

If we can find beautiful ribbon, florals, ornaments, or décor that we can bring to you this fall or holiday season, we're absolutely going to make room for it.

It's one of the biggest advantages of attending the Spring Market.

The crowds are lighter.

The pace is slower.

Our sales representatives have more time to spend with us.

And we have the freedom to wander, explore, and discover products we might have walked right past during the hustle and bustle of January Market.

We're always hunting.

Always searching.

Always asking ourselves, "What's the next product that's going to inspire our community?"

Not because it's trendy.

Not because everyone else is carrying it.

But because it's beautiful, thoughtfully designed, exceptionally made, and something we genuinely believe belongs in the Whittick's collection.

That's become part of our philosophy.

We're constantly looking around the next corner—not to chase what everyone else is doing, but to discover products that feel fresh, inspiring, and just a little unexpected.

Once our mountain of ribbon was finally complete, we rolled everything over to our table where Randy, our incredible sales representative, began scanning each selection into our order while walking us through inventory levels, production schedules, expected arrival dates, and all the details that help us finalize our buying decisions.

Meanwhile, the D. Stevens team was doing what they always do best. Samples were being cut, orders were being scanned, questions were being answered, and ideas were flying throughout the showroom. And yes...Donna—the D. Stevens herself—was right there in the middle of it all. Apparently owning the company doesn't exempt you from cutting ribbon samples!

That, right there, is one of the reasons we love doing business with them.

They make everyone feel welcome.

They celebrate your business.

They genuinely appreciate their customers.





# THE REAL GOODS

## Market Diaries - (continued)



They're warm, genuine, and understand that relationships are every bit as important as the products themselves. Life is simply too short—and there are far too many wonderful people in this industry—to spend time where you're not welcomed.

At D. Stevens, we always leave feeling inspired, appreciated, and already looking forward to the next Market.

The remainder of our afternoon was spent visiting another favorite foliage vendor, placing orders for ornaments, sprays, picks, and other seasonal accents that you'll begin seeing later this year. We also met with another supplier whose value-driven floral collections immediately caught our attention. As we continue expanding into our warehouse, finding partners who deliver both exceptional quality and outstanding value is becoming increasingly important, and we genuinely believe this new relationship is going to be a game changer for Whittick's.

Before we knew it, our final afternoon at Market had come to an end. We made one last walk through a few favorite showrooms, took a handful of final notes, snapped a few more photos, and headed back to the hotel. And honestly...

We crashed.

Looking back, what we'll remember most isn't simply the products we ordered. It's the people. The friendships. The encouragement. The conversations. The generosity of people who took time to celebrate our growth and invest in relationships with us. Those connections are every bit as valuable as the products themselves, and they're a huge part of why we love this industry.

Were we perfectly disciplined with our budget?

Let's just say...

We may have wandered a tiny bit off the rails.

But sometimes you find products that are simply too beautiful—and opportunities that are simply too important—to leave behind.

Once we returned home, the real work began.

Market is where the vision starts.

Home is where the planning begins.

Our dining table quickly disappeared beneath order confirmations, notebooks, calendars, and shipping schedules. We began mapping out shipment arrivals, planning product launches, scheduling live sales,

brainstorming classes, organizing seasonal events, and now—for the very first time—building those plans around our brand-new Ambassador Program.

Every buying decision now carries another layer of purpose.

We're no longer simply filling shelves.

We're creating experiences.

We're selecting products that our ambassadors will teach with, create with, and share with thousands of fellow makers. It's exciting, a little overwhelming, and incredibly rewarding to realize just how much Whittick's has grown.

As we packed the car and pointed it back toward home, it became clear that this wasn't simply another buying trip.

It was a milestone.

A reminder of how far we've come, how much we've learned, and how many exciting possibilities still lie ahead.

We returned home inspired, overflowing with ideas, and more motivated than ever to continue building something that serves, inspires, and encourages this incredible community.

We'll keep a few surprises tucked safely under wraps until those shipments begin arriving at the warehouse—after all, every good Market trip deserves a little mystery—but we can promise you this:

We have never been more excited about what's coming next.

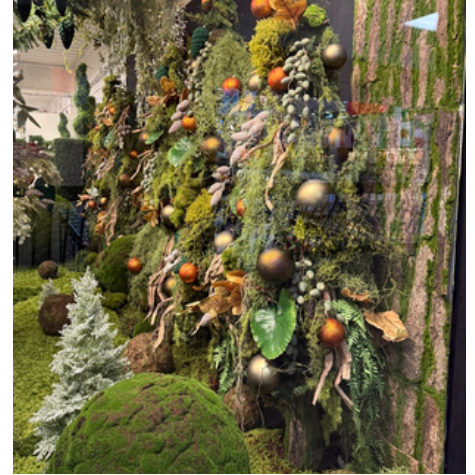
And we can't wait to share every bit of it with you.

Until Next Market...



# THE REAL GOODS

## Market Diaries - (the end)



As we look back on our first Spring Total Home & Gift Market, we're incredibly grateful—not just for the products we discovered, but for the people we met, the friendships we strengthened, and the vision that became even clearer with every showroom we visited.

The months ahead are going to be busy. Shipments will begin arriving, new collections will make their debut, classes will take shape, our Ambassador Program will officially launch, and we'll continue working to fill our new warehouse with thoughtfully curated products that inspire creativity and bring a little extra joy to your workbench.

Thank you for allowing us to bring you along on this journey. One of the greatest privileges of what we do is getting to share not only the finished

products, but also the stories, relationships, and experiences that make them meaningful.

We hope you enjoyed this special edition of Market Diaries as much as we enjoyed living it.

Now... Let's get these boxes delivered and start creating something beautiful together.







## MEET THE COLLECTIVE CREW

### Introducing Our Inaugural Ambassador Group



When we opened applications for our very first Collective Crew Ambassador Program, we hoped we'd discover talented creators.

What we found was something even greater. Across every application, one theme appeared again and again—kindness. People who believe creativity is meant to be shared, and that there is a seat at the table for everyone. Creators who encourage instead of compete. People who celebrate one another's successes, openly teach what they've learned, and understand that community is every bit as important as creativity itself. These ten ambassadors represent different backgrounds, different experiences, different creative styles, and different corners of the country.

Presented in alphabetical order, each member of our founding class brings a unique story, creative perspective, and heart for encouraging others. Together, they're helping define what the Collective Crew will become and laying the foundation for the culture we hope to build for years to come.

We're incredibly proud to introduce the founding members of the Collective Crew – Inaugural Ambassador Class of 2026.

## am·bass·a·dor

[am-bas-uh-der] noun

1. Someone who turns a love for **CREATIVITY** into connection — sharing inspiration, style, and a little holiday magic from wherever they go.
2. A hype-builder for beautiful things, designer ribbon, wreaths, décor, and the creators behind them. Equal parts **VISIONARY**, storyteller, and cheerleader.







## MEET THE COLLECTIVE CREW... (continued)



### ALEXIS SPEARS

#### Alexis' Wreaths & Things

Alexis brings fresh perspective, collaborative spirit, and a polished creative eye to the Collective. She values authentic connection, enjoys encouraging fellow creators, and approaches every opportunity with enthusiasm and professionalism. Her positivity and willingness to grow alongside others make her a wonderful addition to our founding class.

#### COLLECTIVE SNAPSHOT

- 📍 **Home:** Alabama
- 🎨 **Creative Focus:** Wreath Design · Seasonal Home Décor
- ✨ **Creative Style:** Fresh · Welcoming · Creative
- 💖 **Collective Spirit:** Alexis believes creativity flourishes when makers encourage, support, and inspire one another.

#### FOLLOW ALEXIS:

- Facebook: Alexis' Wreaths & Things
- TikTok: @alexiswreathsandthings\_



### ALICIA HUMPHREY

#### CreativelyHERS

Alicia is a creator who sees every season as an opportunity to tell a story. From custom décor and wreaths to beautifully themed trees, she's built her brand around imagination, quality, and helping others create memorable spaces. Her professionalism, creativity, and generous spirit make her a natural fit for the Collective.

#### COLLECTIVE SNAPSHOT

- 📍 **Home:** Texas
- 🎨 **Creative Focus:** Luxury Wreaths · Designer Trees · Event Styling · Seasonal Décor
- ✨ **Creative Style:** Elegant · Intentional · Artistic
- 💖 **Collective Spirit:** Alicia transforms ordinary spaces into unforgettable celebrations and believes every season deserves to tell its own story.

#### FOLLOW ALICIA

- Facebook: CreativelyHERS Tree Decor
- TikTok: @CreativelyHERS
- TikTok & Instagram: @CH\_TreeDecor







## MEET THE COLLECTIVE CREW... (continued)



### BRANDI KLUCK

#### On A Whim by Brandi

Brandi reminds us that it's never too late to pursue something creative. A medical assistant by profession and wreath designer by passion, she's built her business with determination, humility, and an unmistakable joy for learning. She believes creative communities should celebrate one another rather than compete, and that's exactly the spirit she brings to the Collective.

#### COLLECTIVE SNAPSHOT

- 📍 **Home:** Wyoming
- 🎨 **Creative Focus:** Wreaths · Seasonal Home Décor · Everyday Florals
- ✨ **Creative Style:** Whimsical · Welcoming · Heartfelt
- 💜 **Collective Spirit:** Brandi believes creativity should bring people together, not divide them. She encourages fellow makers to learn, grow, and celebrate one another's successes.

#### FOLLOW BRANDI

- Facebook: On A Whim by Brandi
- TikTok: @OnAWhimByBrandi



### DEE SPARKS

#### Dee Gotcha Covered

A self-taught designer with an unmistakable style, Dee has built his reputation through determination, persistence, and a passion for learning. From mastering bows to developing his own creative techniques, he embraces doing things differently while encouraging others to discover their own artistic voice. His authenticity, humor, and willingness to share what he's learned make him an invaluable member of the Collective Crew.

#### COLLECTIVE SNAPSHOT

- 📍 **Home:** Georgia
- 🎨 **Creative Focus:** Wreath Design · Florals · Event Décor
- ✨ **Creative Style:** Fearless · Creative · Authentic
- 💜 **Collective Spirit:** Dee believes the best creators never stop learning. He encourages others to trust their instincts, embrace their own style, and remember that every expert was once a beginner.

#### FOLLOW DEE

- Facebook: Dee Gotcha Covered
- TikTok: @kingdee...







## MEET THE COLLECTIVE CREW... (continued)



### JOHNNY BENEVENTO

The DZYNE Lab by JB

Johnny brings bold creativity, infectious positivity, and an unwavering commitment to lifting others up. His remarkable growth has been fueled not only by his designs, but by his authenticity, generosity, and willingness to encourage fellow creators every step of the way.

#### COLLECTIVE SNAPSHOT

- 📍 **Home:** New Jersey
- 🎨 **Creative Focus:** Seasonal Décor • Home Design • Education
- ✨ **Creative Style:** Bold • Fearless • Energetic
- 💜 **Collective Spirit:** Johnny believes success means bringing others with you, sharing knowledge freely, and building community over competition.

#### FOLLOW JOHNNY

- Facebook: Johnny Benevento
- TikTok: @jbene75



### MARISOL WELCH

Monarch Meadow Designs

Marisol's creative journey was born from one of life's most difficult seasons, transforming personal loss into purpose through beautiful wreath designs. Her work reflects hope, gratitude, and encouragement while reminding us that creativity has the power to heal.

#### COLLECTIVE SNAPSHOT

- 📍 **Home:** Godley, Texas
- 🎨 **Creative Focus:** Wreath Design • Floral Art • Inspirational Content
- ✨ **Creative Style:** Joyful • Hopeful • Authentic
- 💜 **Collective Spirit:** Marisol inspires others to find beauty, healing, and hope through creativity while always leading with kindness.

#### FOLLOW MARISOL

- Facebook: Monarch Meadow Designs
- TikTok: @MonarchByMarisol
- Instagram: @MonarchByMarisol







## MEET THE COLLECTIVE CREW... (continued)



### ✦ ✦ MICHELLE ALVAREZ

#### Michelle's Wreath Company

Military wife, mother, grandmother, full-time professional, and passionate creator, Michelle wears many hats with incredible grace. She has built a community founded on encouragement, trust, and authenticity, always believing there's room at the table for another creator.

#### COLLECTIVE SNAPSHOT

- 📍 **Home:** California
- 🎨 **Creative Focus:** Luxury Wreaths • Home Décor • Live Education
- ✦ **Creative Style:** Elegant • Authentic • Encouraging
- 💜 **Collective Spirit:** Michelle leads with generosity, reminding others that creativity grows stronger when everyone has a seat at the table.

#### FOLLOW MICHELLE

- Facebook: Michelle's Wreath Company
- TikTok: @MichellesWreathCo
- Instagram: @MichellesWreathCo

### 🌻 PAULA CHAMBERLAIN

#### Forever Blooms by Paula

Paula proves that reinvention has no age limit. After launching her creative business later in life, she's embraced every challenge with curiosity and determination. Her warm personality and willingness to learn make her an inspiring voice within our ambassador family.

#### COLLECTIVE SNAPSHOT

- 📍 **Home:** Raymond, New Hampshire
- 🎨 **Creative Focus:** Seasonal Wreaths • Home Décor • Tutorials • Live Selling
- ✦ **Creative Style:** Cheerful • Elegant • Lifelong Learner
- 💜 **Collective Spirit:** Paula reminds us that it's never too late to begin creating, learning, and inspiring others.

#### FOLLOW PAULA

- Facebook: Forever Blooms by Paula
- TikTok: @ForeverBloomsByPaula
- YouTube: Forever Blooms by Paula
- Etsy: Forever Blooms by Paula
- Pinterest: Forever Blooms by Paula







## MEET THE COLLECTIVE CREW... (continued)



### ♥ TIA SPENCER

#### Typical Teeza LLC

Tia's story is one of extraordinary resilience. After experiencing unimaginable loss, she found healing through creativity and transformed that journey into a source of hope for others. Her platform isn't simply about creating—it's about connection, perseverance, and reminding people that beauty can still bloom through life's hardest moments.

#### COLLECTIVE SNAPSHOT

- 📍 **Home:** Omaha, Nebraska
- 🎨 **Creative Focus:** Custom Décor • Community Building • Creative Inspiration
- ✨ **Creative Style:** Bold • Resilient • Genuine
- ♥ **Collective Spirit:** Tia proves that creativity has the power to heal hearts, strengthen communities, and inspire hope.

#### FOLLOW TIA

- Facebook: Typical Teeza LLC
- TikTok: @TypicalTeezaLLC



### WENDY STEPHENS

#### Stephens' Designs

Wendy combines artistry with teaching, leading with patience, compassion, and transparency. Whether she's designing florals or mentoring fellow creators, she believes courage comes from trying something new without fearing failure.

#### COLLECTIVE SNAPSHOT

- 📍 **Home:** Douglas, Wyoming
- 🎨 **Creative Focus:** Custom Floral Design • Home Décor • Education
- ✨ **Creative Style:** Elegant • Compassionate • Inspirational
- ♥ **Collective Spirit:** Wendy believes every creator deserves encouragement, confidence, and someone willing to cheer them on.

#### FOLLOW WENDY

- Facebook: Stephens' Designs
- TikTok: @Stephens.Designs
- Instagram: @Stephens\_Designs\_Co







## MEET THE COLLECTIVE CREW... (continued)

### Ten Creators. Ten Stories. One Collective.

This inaugural class represents more than ten talented creators.

They represent the culture we hope to build.

One where creators encourage instead of compete. Where questions are welcomed, ideas are shared freely, and every success is celebrated together. These ambassadors aren't simply representing Whittick's Design Collective—they're helping define what it means to be part of it.

Some are seasoned educators. Some are growing businesses. Some discovered creativity through life's greatest joys, while others found it during life's hardest seasons. Every one of them brings a unique perspective, a generous heart, and an unwavering belief that creativity is simply better when it's shared.

Welcome to the founding class of the Collective Crew Ambassador Program. We can't wait to see where this journey takes us—and we're incredibly grateful you've chosen to come along for the ride.

