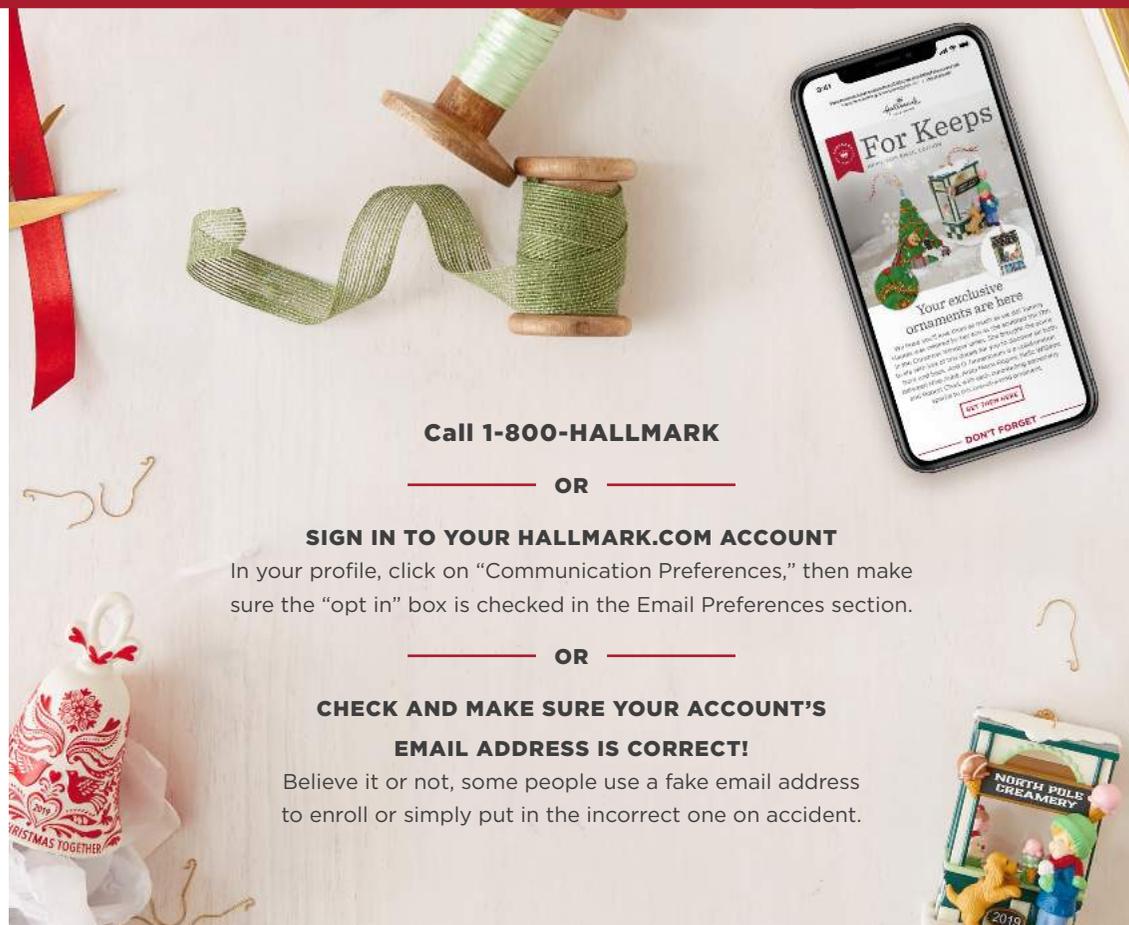


Are you getting our emails?

If you haven't opted in to receiving emails from us, you're missing out on some of the perks of being a KOC member, like your monthly KOC eNewsletters.

DON'T KNOW IF YOU'RE OPTED IN? HERE'S HOW TO CHECK:



Call 1-800-HALLMARK

OR

SIGN IN TO YOUR HALLMARK.COM ACCOUNT

In your profile, click on "Communication Preferences," then make sure the "opt in" box is checked in the Email Preferences section.

OR

CHECK AND MAKE SURE YOUR ACCOUNT'S EMAIL ADDRESS IS CORRECT!

Believe it or not, some people use a fake email address to enroll or simply put in the incorrect one on accident.

Save the date

July 13-21 | Ornament Premiere Event

August 8-10 | KOC Convention

October 5-13 | Ornament Debut Event

November 8-17 | Holiday Open House Event

December 3-8 | Gift of Memories Event



For Keeps

VOLUME EIGHTEEN | ISSUE TWO | SUMMER 2019



HEAR ABOUT NEW SERIES FROM THE ARTISTS

NEW LIMITED-QUANTITY COMPANIONS

KOC-EXCLUSIVE ORNAMENTS

Why start a new series?

There are so many reasons to start a tradition with a first-in-series ornament—new storytelling, never-before-seen concepts and unique design styles to look forward to year after year! Get the behind-the-scenes scoop on some of our newest series, straight from the Keepsake artists, and take a look at sketches of next year’s ornament.



SUGAR PLUM FAIRY (NUTCRACKER SWEET #1) EDYTHE KEGRIZE

KOC EXCLUSIVE AVAILABLE AT ORNAMENT DEBUT

“As I first started working on the ornament, I had this wonderful opportunity to visit the Kansas City Ballet as they prepared to do *The Nutcracker* performance. I think what amazed me the most was the up-close look I got at the tutu of the Sugar Plum Fairy and how wonderfully reflective and glittery it was. And to bring some of that magic to my ornament, I added fabric attachments and beads to make the ornament as sweet as a sugar plum fairy should be.”



COZY LIL' CRITTERS | NINE AUBÉ

AVAILABLE AT ORNAMENT PREMIERE

“The first in this series is the first from the Cozy Critters series that started in 2017. I changed the details in the clothing and the pose and other subtle changes to make it different from the original. What I love is that they get even cuter when they’re smaller; I like to think of it as the little brother to the original.”



PRINCE OF THE FOREST (NOBLE NUTCRACKERS #1) TERRI STEIGER

AVAILABLE AT ORNAMENT DEBUT

“Each nutcracker’s staff, crown and attachments are unique to their domain; this first-in-the-series has a bottlebrush tree crown, rope garland and real twine. I tried a lot of different kinds of roping for the trees, and I really liked the red and white because it was so Christmas-y and iconic. My hope is that this nutcracker can bring the wonder of nature to your tree.”



HOLIDAY PARADE | TAMMY HADDIX

AVAILABLE AT ORNAMENT PREMIERE

“My dad was an auto body guy, and he liked to restore old cars. He even got me out there helping him. So it was really fun to get out there with my dad and restore old trucks back then, and so a truck series just seemed like a really fun thing to do.”

▶ See more sneak peeks and ornament videos at KeepsakeCommunity.Hallmark.com

Join us at Ornament Premiere!

Stop by your local Hallmark Gold Crown store July 13–21 to see the first release of ornaments for the year. And make sure you don't miss out on these KOC-exclusive ornaments!



CLEVER COCKATIEL ORNAMENT

For this ornament, Keepsake Artist Edythe Kegrize used the same styling she uses in her Beauty of Birds series, but focused on a more exotic bird. "There are so many colorful birds that can be explored that aren't normal backyard North American birds," explains Edythe, "and one of the fun things about sculpting it was taking the creative license to really pose its tail in a more decorative way. So it becomes more of an idealized interpretation of what a cockatiel would be." Given the cockatiel's popularity among bird owners, Edythe felt good about choosing it as her KOC-exclusive for this year. "I do feel most of the bird owners I know are very familiar with or have had cockatiels, so I'm excited those people can get one this Christmas."

BLUE CHIFFON FASHION COLLECTION BARBIE™ ORNAMENT

When searching for new Barbie™ ornament ideas, Keepsake Artist Debra Nielsen stays on the lookout for designs that are nostalgic, fashionable, fun and aspirational. "Keepsake aims to please not only Barbie fans, but also offer aspirational and trending dolls for our youngest Keepsake fans, too." With this year's Blue Chiffon Fashion Collection Barbie™ ornament, Debra chose to use the 2017 doll as its inspiration. "Sculptor Patricia Andrews, once again, brought her to life beautifully," said Debra. To recreate the soft, shimmery blues of the original doll's fabric, the decision was made to design the ornament in porcelain. She also has chiffon fabric drape from her left shoulder to add a touch of softness. "There is no denying that Barbie has been a major fashion role model for six decades now," Debra said, "and there is magic in the miniaturization!"

Barbie

premium



It takes a (Keepsake) village

The North Pole is a busy place, especially at Christmastime! From getting mail to making toys to waxing the sled, everyone has a job. And to make this year's convention-exclusive ornament extra special, every Keepsake Studio artist added their own personal creative touch to the North Pole Village ornament.



► Learn more about this studio collaboration at KeepsakeCommunity.Hallmark.com

Tom Best Design Concept and Art Direction • **Robert Hurlburt** Architecture and Structure Design
Ken Crow Toy Soldier Statues • **Kris Gaughran** Mailbox and Mailbags • **Nina Aubé** Penguin
Tammy Haddix Snowman on Base • **Tracy Larsen** Reindeer in Stable • **Orville Wilson** Santa's Sleigh
Jake Angell Christmas Tree in Front Window • **Robert Chad** Teddy Bear with Lollipop • **Debra Nielsen** Cupcake Sign
Sharon Visker Mr. and Mrs. Claus Chimneys • **Nello Williams** Lantern near Stables • **Edythe Kegrize** Wreaths
Matt Johnson Santa's Woodshop and Toy Workshop Signs • **Terri Steiger** North Pole Flag and Sled Shop Sign
Rodney Gentry Music Shop Sign • **Anita Marra Rogers** Polar Bear Cub • **Joanne Eschrich** Snowman on Roof

Better together

When the Keepsake Studio brainstorms new ideas for ornaments, the same thought is always shared: “How great would it be to tell the story between two characters?” From this thinking, the studio creates limited-quantity companion ornaments.

TAKE A LOOK AT SOME OF THE COMPANION ORNAMENTS AVAILABLE THIS YEAR:

THAT'S SNOW SWEET

A companion to Pinwheel Sweetness, these two frosted treats prove there's always room for a little more dessert.



FATHER CHRISTMAS'S REINDEER

Father Christmas #16's trusty companion, this reindeer was inspired by Keepsake Artist Joanne Eschrich wondering what animals would be present with someone like Father Christmas.



LADY SUMMER TANGER

Keepsake Artist Edythe Kegrize always tries to keep in mind the coloring of the female bird that corresponds to the male in her Beauty of Birds series. And this year, the mate to the male Summer Tanager is a beautiful shade of yellow.



MAJESTIC LADY CARDINAL

Cardinals are a classic Christmas icon. And this year, we've brought both the male and female cardinal to life in a metal form with splendidly intricate detail.



PIRANHA PLANT

This pesky plant has been a thorn in Mario's side for years. And now, you can relive beloved gaming memories with these two classic characters on your tree.



GOLFING WITH WOODSTOCK

Golf club covers never looked so cute. Snoopy tees off while a familiar face gives pointers and adorns his clubs.



WILD LION

What's a ringleader without his trusty lion? This companion was inspired by the classic Disney short "Mickey's Circus," created in 1936.

