



#### A BUSINESS SPECIALIZING IN HANDMADE GOODS

MELICOBOUTIQUE.COM - MELICOBOUTIQUE.ETSY.COM - @MELICOBOUTIQUE

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#### (And a Note from Emma)

MeliCo began when I was fourteen with a shirt I had embroidered for fun. In a moment of why not, I posted that shirt on Etsy. I hadn't ever even shopped on Etsy before.

Within a month, those very shirts were an Etsy Bestseller. All of that support inspired me to expand into more - jewelry, home decor, pins, sewn goods etc. Within a year, MeliCo had four Etsy Bestseller Badges under her belt.

MeliCo is a collection of my handmade projects - like that shirt - that I just can't get enough of making. Every day, I fall more in love with the work I get to do. Its purpose is to grow with me, through the projects I am drawn to, to the lessons I am learning.

The journey MeliCo - and I - have gone on was what made me choose Industrial Design. I cannot imagine working in a world without creativity. **Making projects with my hands and mind has been the most fulfilling, purposeful, joyful thing in my world.** I've always said if I'm doing projects for a living, I will be a happy camper. And I say that as an already, very happy camper.

Welcome to my colorful world. If you want to get to know me, MeliCo is the perfect place to start.

### - The Eras -

In her almost **five-year lifetime**, MeliCo has grown in and out of different styles and projects.

To me, there are three distinct eras of MeliCo, each with their own defining qualities.

## The Original MeliCo

June 2020 - December 2020

## "New Year, New MeliCo"

January 2021 - July 2021

## A Change of Pace

July 2021 - Present

If you'd like to see a full dive into how MeliCo has evolved over the years, visit <a href="melicoboutique.com/thebrand">melicoboutique.com/thebrand</a>.

This portfolio represents work coming from the third era - A Change Of Pace.

### - Brand Language & Purpose -



"Meli" comes from the word **meliorism** - the belief the world can be made better with human effort.

MeliCo creates with two purposes in mind:

- 1) Small Scale: Create joyful moments through handwritten thank you notes, extra treats with every order, compassionate customer service, handmade products, and an unboxing experience you will never forget. Every package should convey a thoughtful awareness that there is a human on either side. The goal is to change the mood of someone's minute. Commerce made human. I don't do product-thrown-in-a-poly-mailer.
- **2) Global Scale:** Use MeliCo's platform with humanitarian **purpose**; 1) make intentional business choices that are **sustainable** for the planet and support other small businesses, 2) Support communities and organizations whose work aligns with our **values**, that MeliCo, and I, believe fulfill our mission towards "be better", and 3) to be openly transparent about that financial and physical support.

### - TheMeliProjects -



Just as MeliCo is a collection of artistic projects I create, love, and share, TheMeliProjects are a collection of humanitarian projects I hold dearly to my heart. The following are ways MeliCo reaches out, using her platform with purpose, built on the belief the world can be better with human effort.

## LOVE YOUR MOTHER (EARTH)

Sustainability is a step-by-step process, a standard that can, and should, always be improved. That's why MeliCo strive's for progress, not just perfection.

## **ARemnantProject**

Recycling fabric is not as accessible as one might think - even in Southern California. I now repurpose all of my fabric remnants, whether by donating them to @lucky.deluxe.fabrics (a local secondhand fabric shop) or using smaller scrapes to create new items.

## **Donation Transparency**

As a supporter of MeliCo, you deserve to know where your valuable energy and hard-earned dollars are going. MeliCo discloses a list of the various organizations MeliCo has contributed to, whose missions I support wholeheartedly,

## - QR Code Glossary -

## The MeliCo Story

Full story of how and why it all started.



<u>Click Here</u>

## The Eras

Deep dive into each of the eras.



Click Here

## TheMeliProjects

Read more about our commitment to "Be Better"



<u>Click Here</u>

### - The Numbers -

6000+ ITEMS SOLD NATIONWIDE 6-TIME ETSY BESTSELLER 20-TIME STAR SELLER 1300+ TOTAL FOLLOWERS 28.5K+ ETSY FAVORITES 1600+ 5-STAR REVIEWS



### ON

Etsy melicoboutique.etsy.com Instagram @melicoboutique Pinterest @melicoboutique

### **A** 1

Long Beach Fair Trade's Second Saturdays Rossmoor Winter Festival 4th Street Fourth Friday's

### IN

LB908 Magazine January Subscription Subject of an Emerson College "Foundations of Success" Student Presentation THE PROJECTS

### - The Bestsellers -

## Bestseller

# A HIGHLY POPULAR PRODUCT ON THE PLATFORM, RECOGNIZED FOR ITS EXCEPTIONAL SALES, CUSTOMER DEMAND, AND POSITIVE REVIEWS.



Custom Embroidered Nike T-Shirt





The Lego Earrings



Flower & Glass Test Tube Wall Decor



Custom Green Aventurine Ring



"The Mini" Zipper Pouch













## JEWELRY

### Sold August 2020 - October 2023

Created from collected/laser cut acrylic, enamel charms, various beads, wire, chains, and backings.

### **EARRINGS**

Every earring could be customized to a buyer's backing preference. Buyers could choose brass hooks, huggies, clip-ons, 14k plated hooks, 925 silver plated hooks. All options are available in gold and silver.

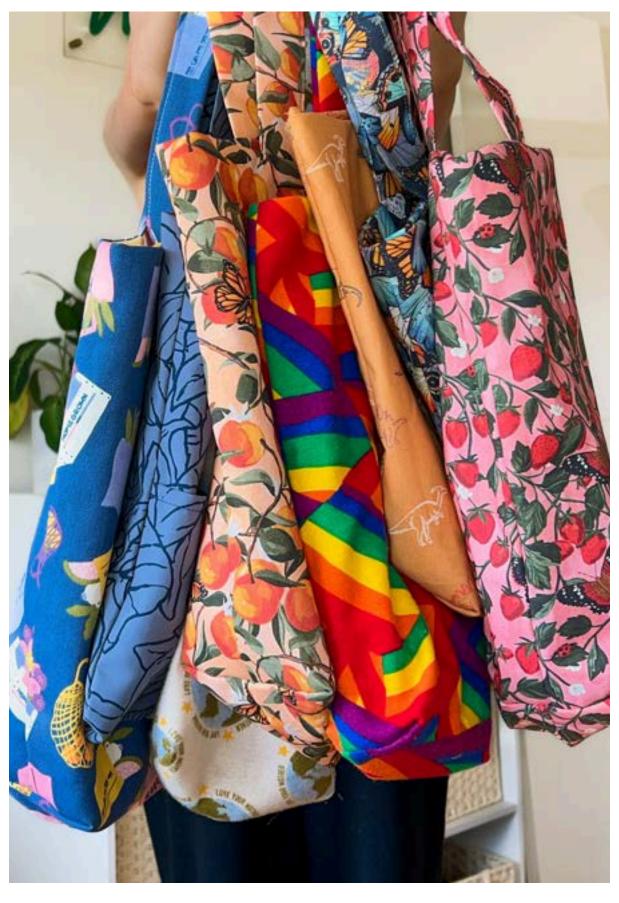
### **WIRE RINGS**

Created using a variety of stone/crystal beads. Buyers could select their wire finish from gold, silver, copper, or rose gold, and their ring would be made-to-order with their size and selections.

### **NECKLACES**

Buyers can customize the finish and length of their necklace.

**3350+** SOLD









# SOFT GOODS

### Sold August 2020 - October 2023

Created from cotton and flannel fabrics, lined with complimentary fabric.

### **TOTE BAGS**

The beginning of the sewn soft good projects for MeliCo.

### **EMBROIDERED T-SHIRTS**

First project of MeliCo's. Made custom for each customer, they chose their shirt size, color, and 4-5 embroidery colors from a collection.

### **WRISTLET LANYARDS**

Made from leftover fabric from tote bags and pouches, as a part of ARemnantProject.

# POUCHES

### Sold August 2023 - Present

Created from cotton and flannel fabrics, lined with complimentary fabric, #2 nylon zipper.
Sewing patterns created by me.

### **MINIS**

4x6 inch

### **THINS**

7x3 inch, quilted

### **ORGINAL**

9x6 inch

## **SMALL QUILTED**

8x5 inch, quilted

## LARGE QUILTED

8x8 inch, quilted

**350+** SOLD













# HOME DECOR

#### Sold August 2020 - August 2022/2024

Created from glass test tubes, cut down dowels to produce small wood coins, carefully chosen damage free-adhesive, and a collection of fake flowers and greenery. Buyers can choose any number of flowers from a 50+ option collection, updated every season. I worked with a few buyers to create their custom vision, and these were commissioned as a part of a LB908 Magazine's January 2022 Subscription Box.

# FLOWER & TEST TUBE WALL DECOR

Comes with the pre-assembled glass tube with damage-free adhesive attached, the floral stems they selected, and assembly instructions.

### JUST-THE-TUBE

An adaptation of the bestselling Flower and Test Tube Decor, buyers can source their own flowers and greenery, and I provide them the tube, adhesive, and setup instructions for a discounted price.

**2200+** SOLD

# HONORABLE MENTIONS

### **PINS**

Made from collected enamel charms, sanded/shaped and epoxied to butterfly pins/clasps.

### **DIGITAL MEDIA**

I experimented the digital media world briefly by creating a retro-inspired planner.

### VINYL WORK

Designed and cut with the use of a Cricut and vinyl, I created a collection of decal goods including t-shirts, tote bags, and glassware.

### **BOOKMARKS**

Using assorted patterned paper and cardstock, I have handmade over 25+ variations of laminated bookmarks, all finished with a "melico" gold foil decal.

### **MAGNETS**

Handmade polymer clay magnets. A summertime craft I started with a young girl I babysit, and ended up being a project that was so incredibly fun to make and is a hit at summer markets.













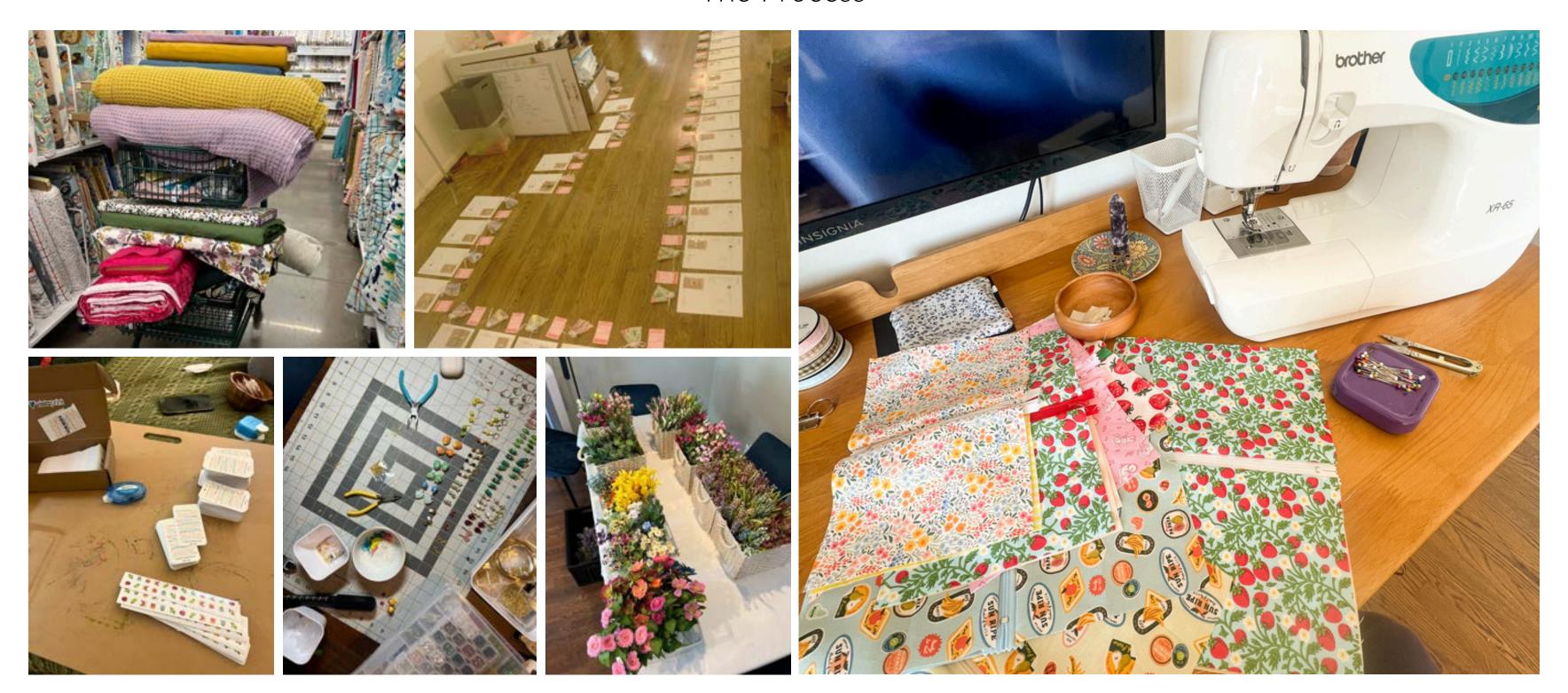
THE PROCESS Ne Brocess THE PROCESS

### - The Process -



Cutting fabric, sorting zippers from Wawak, punching tag cards, assembling glass test tube decor, making keychains, and my largest post office drop off, with 71 packages.

### - The Process -



Buying fabric, packing ring orders in 2021, making earrings for a market, adding sticker sheets to the back of soft good tags, sorting flower inventory in preparation for photos and stocking, and sewing pouches.

### - The Process -

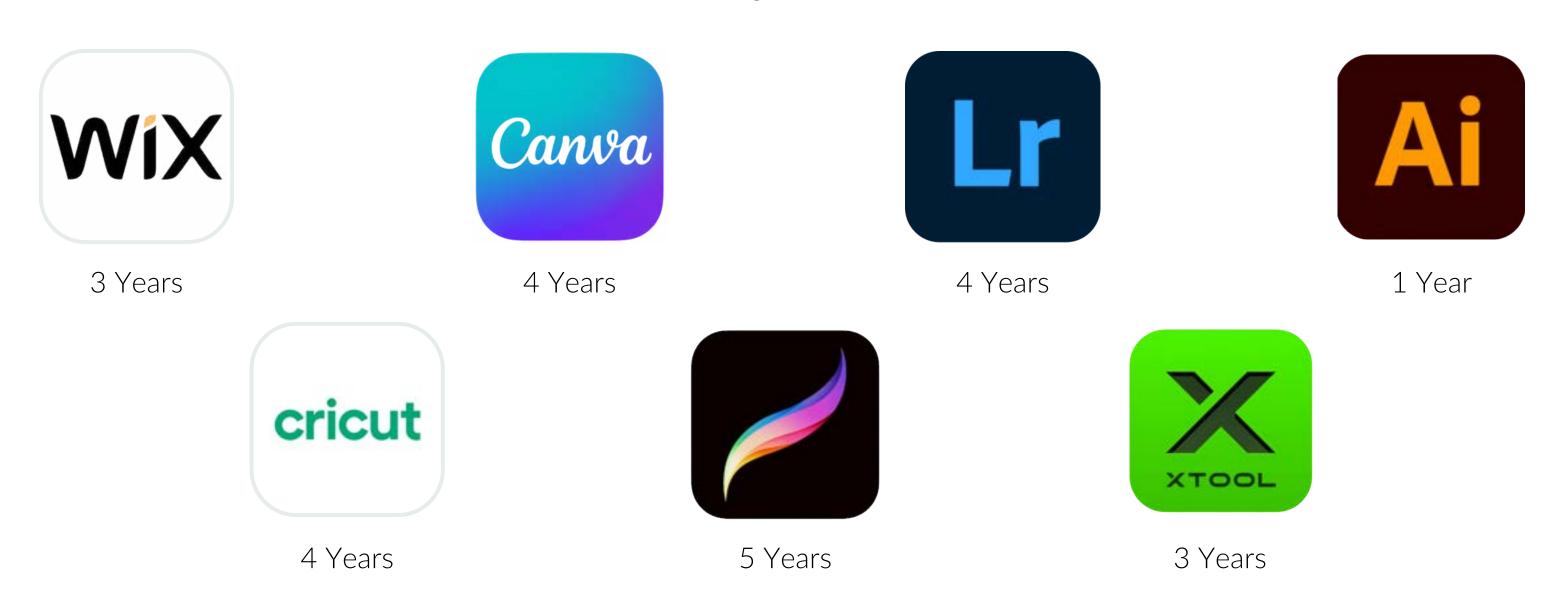


Packing flower orders, finished sewing inventory, first cuts of my own acrlylic dinosaur charms, unboxing my new thank you cards for 2025, pricing sticker strategy for market tags, another large drop off of orders to the post office.

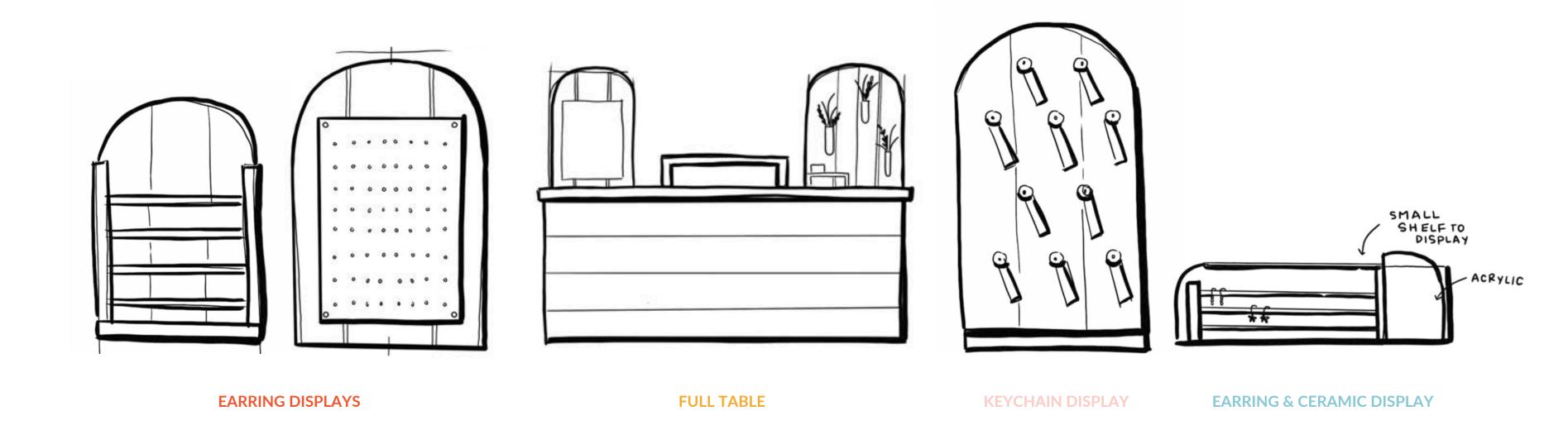
## - Tools, Software, & Skills -

Below are some of the tools, software, and skills I have used in relation to MeliCo, alongside how long I have been learning and practicing them.

Sewing: 10 Years



## - Making the Markets -



Sketches of potential market setups featuring displays for flower wall decor, earrings, necklaces, and ceramic goods.

## - Making the Markets -







Drilling Holes for Bag Hooks



Some of the Completed Pieces



Double Table Extension



Front Table Board with Bag Hooks



Keychain Display



Sanding Planks for Front Table Board



Slots & Frame for Necklace Display

## - Making the Markets -









Handwritten Signage

Flower Wall Decor Market Display –



Pre-Market Set Up









- Handmade Signage from Cardstock -

Packing for Market

## - The Markets -



Here is the current MeliMarket display that I take with me all over Long Beach and Orange County!

GRAPHIC DESIGN

## - Typography & Color Palette -



## be better.

### LULO CLEAN

#### MONSTERATT EXTRA BOLD ITALIC

Monsteratt Classic. Other font's used in collaboration are Moontime, Lato Light, ChiBold, and Margin. Logo is Groovy Script. Rights to the commercial use of each privately-owned font are licensed to MeliCo.



### - Business Cards & Banners -





#### **BUSINESS CARD**

Since 2022

Logo embossed on Premium 14pt Cardstock.



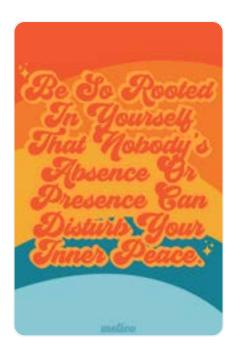
### **ETSY SHOP BANNER**

Since Nov 2024

All cut and corners rounded by hand.

In addition to conveying gratitude, these thank you cards function as a free print. Each quote is chosen to represent something I am learning during that time.

2021



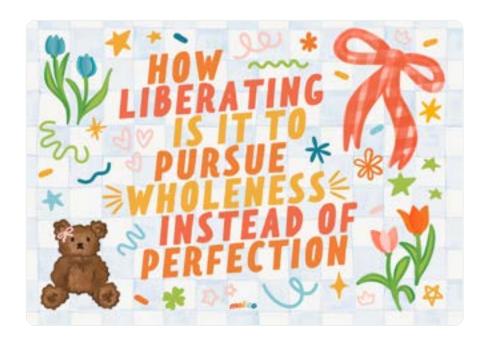




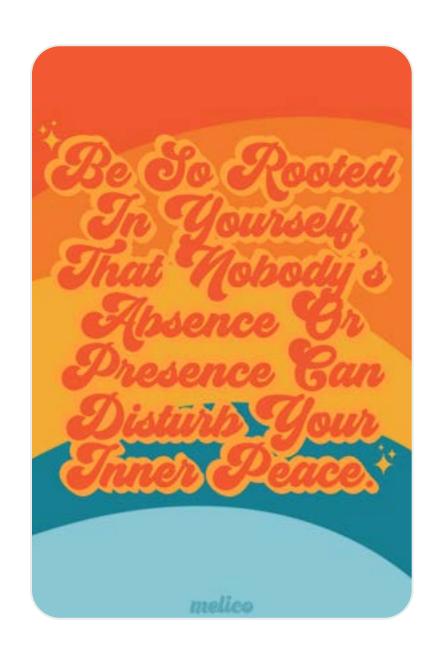
2023

















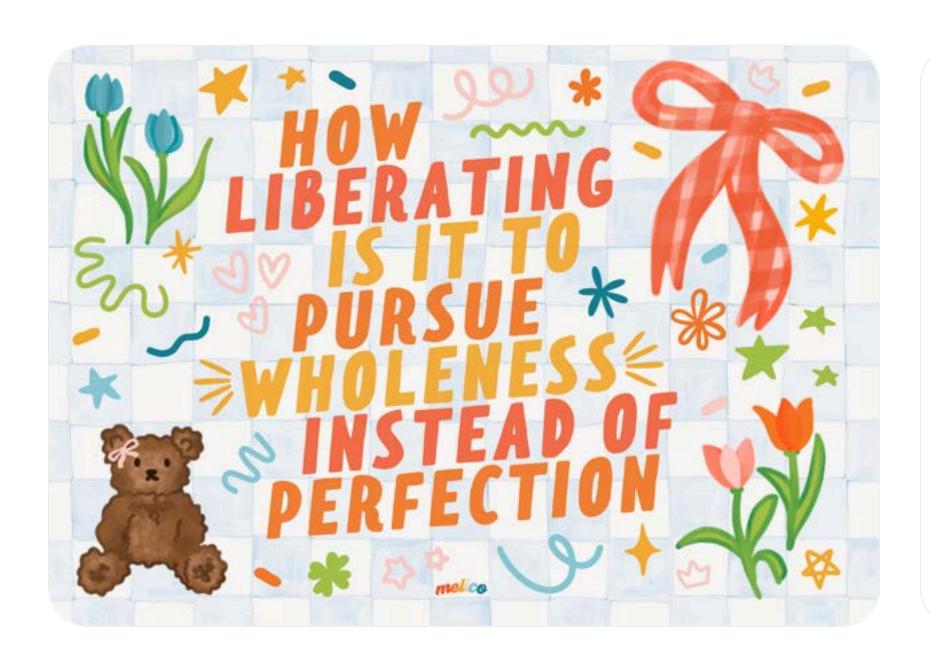
@melicoboutique melicoboutique.etsy.com











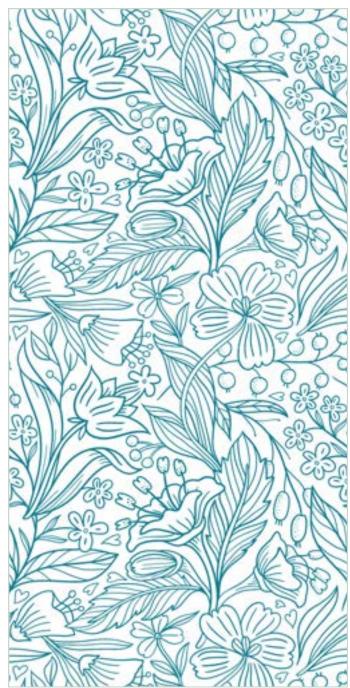


## - Jewelry Packaging -









#### **NECKLACE CARDS**

Cut, punched, and corners rounded by hand. Printed on 7 x 10 in. sheets

#### **EARRING CARDS**

Cut, punched, and corners rounded by hand. Printed on 5x7in. sheets

## - Jewelry Packaging -



**Earring Packaging**Front & Back



**Necklace Packaging**Front & Back

#### - Packaging Tags -

eat cake for breakfast, splurge on a cup of coffee, buy yourself flowers, take a nap, create something, wake up before the sun does, smile at strangers, leave an extra tip, say i love you, get lost in the moment, read until 2am, bake some cookies, build a fort, drive with the windows down, sing into your hairbrush, wear that outfit, admire the tears on your cheeks, dye your hair, get the guac, stare at yourself in the mirror, fall in love, believe in magic, scream your heart out, order dessert, go out with your friends, watch another episode, love big. create your own happiness, it's time to celebrate you. melico



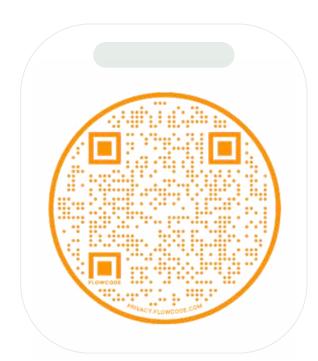




### **TAG**Logo embossed on Premium 14pt Cardstock. Cut, punched, and corners

rounded by hand.





#### SOFT GOODS TAG

Cut, punched, and corners rounded by hand.

Back features a handwritten message with space
left for attaching a small sticker page.

#### CARE CARD

Logo embossed on Premium 14pt Cardstock. Cut, punched, and corners rounded by hand.

EMMA ROMO 37

#### - Packaging Tags -





**Tote Bag Packaging** (For Markets)

Pouch Packaging
(Online Order, Multiple Pouches)

Bookmark Packaging (Online Orders)

#### - Sewn-In Tags -

**Big Tags**For Larger Pouches & Laptop Sleeves



1.25 in

Folded Size: 1.25 in x 0.75 in

#### Small Tags

For Minis, Thins, and Regular Sized Pouches



0.75 in

Folded Size: 0.75 in x 0.56 in

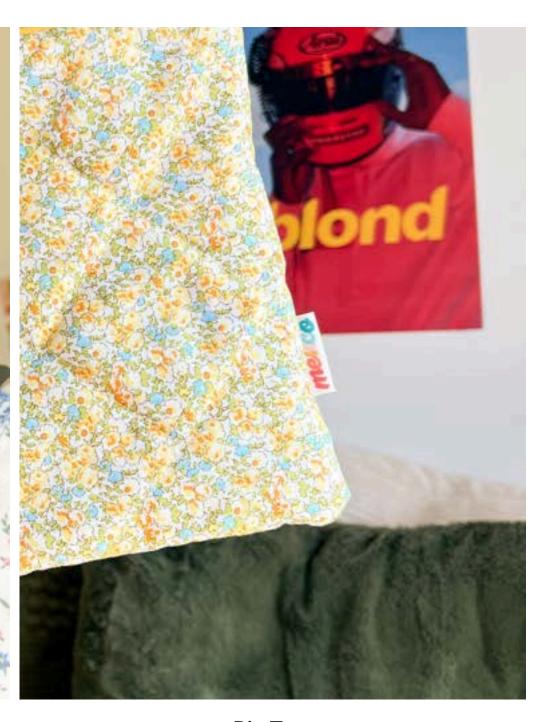
#### - Sewn-In Tags -



Raw Sewn-In Tags
Sourced from a Small Business. Cut by hand to size.

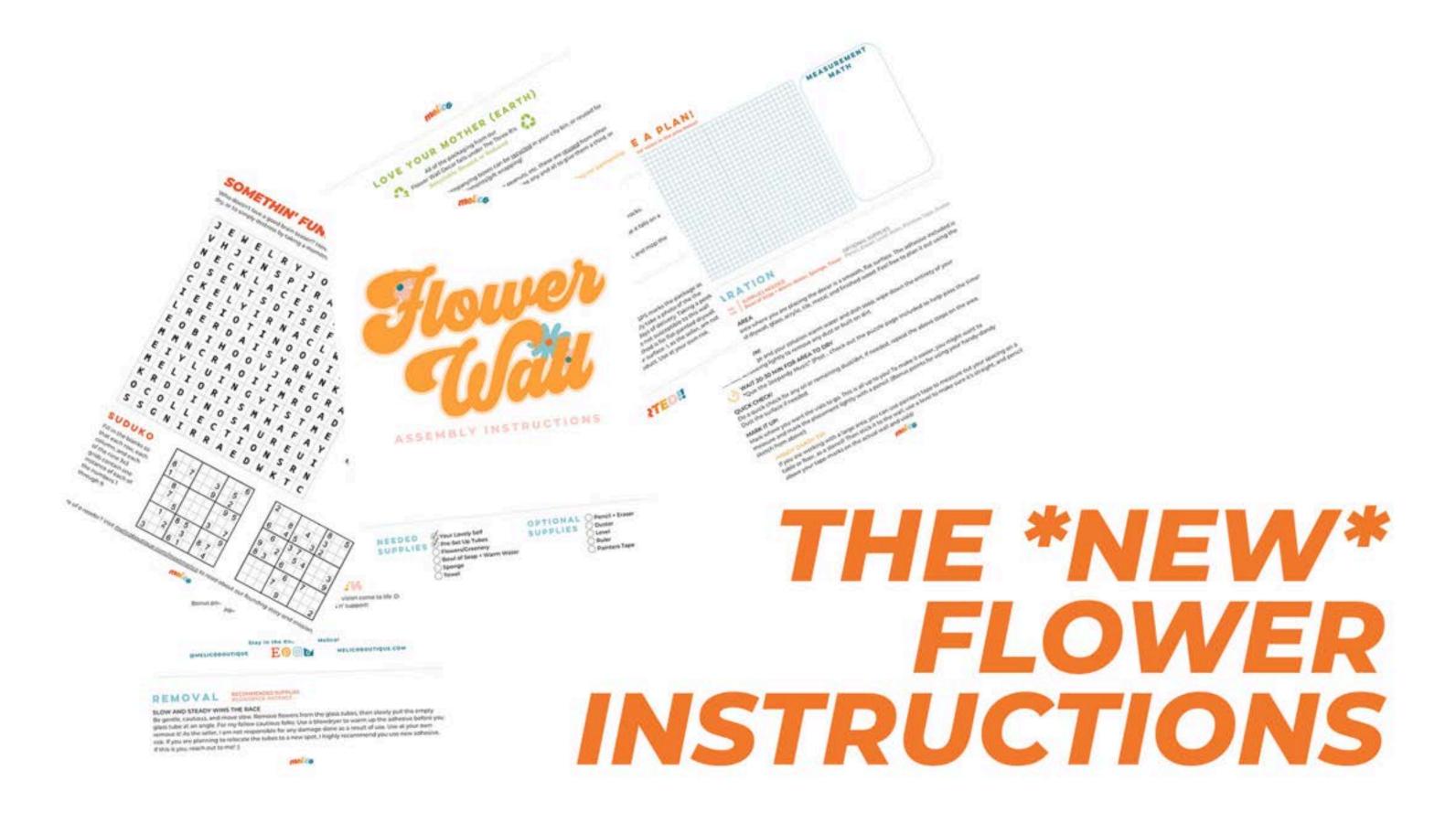


**Small Tags**For Minis, Thins, and Regular Sized Pouches

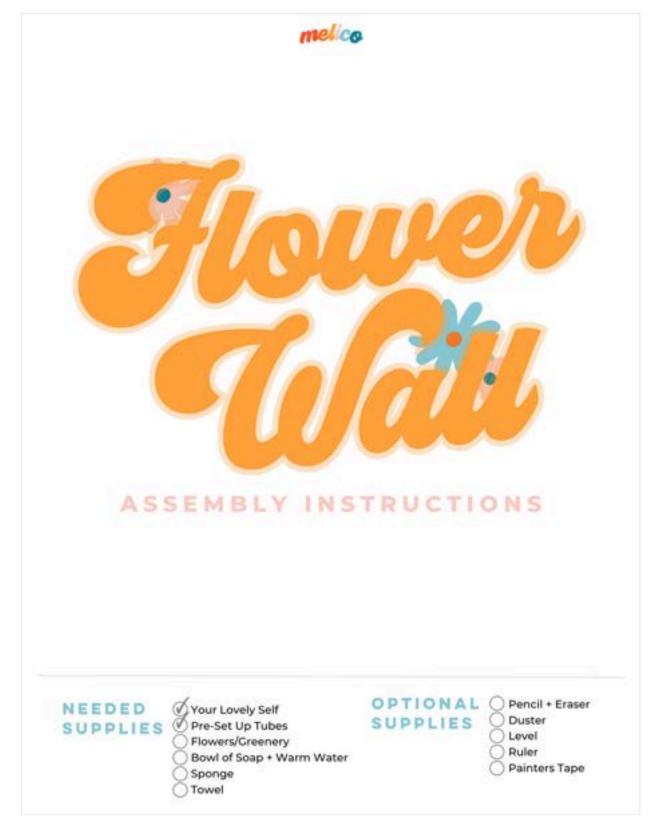


**Big Tags**For Larger Pouches & Laptop Sleeves

#### - Graphic Design -



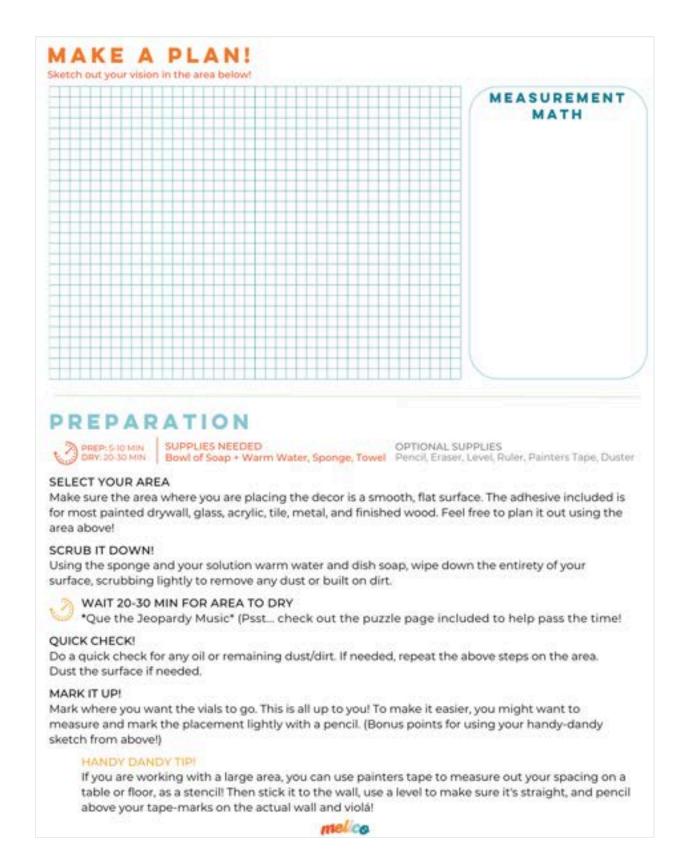
#### - Flower & Glass Tube Instructions -

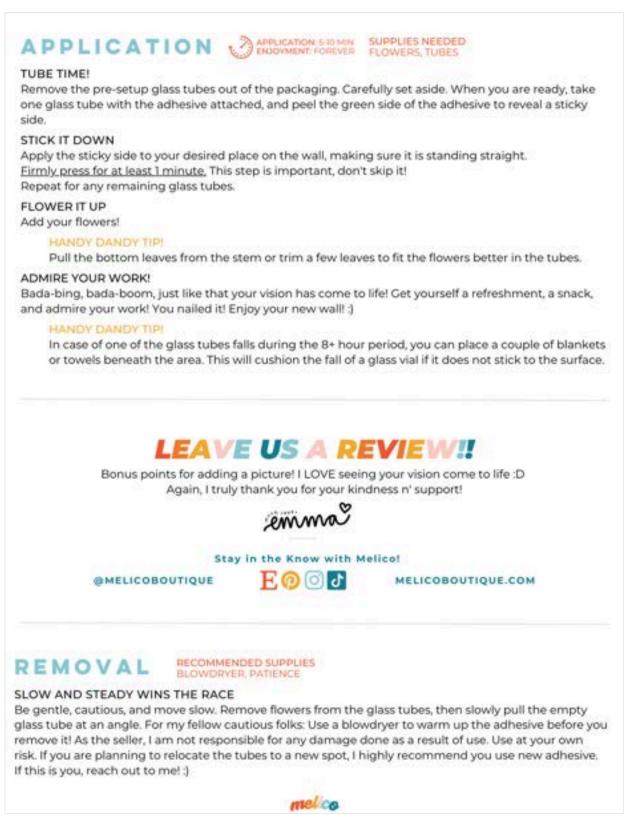




Cover Page Information Page EMMA ROMO 42

#### - Flower & Glass Tube Instructions -





#### - Flower & Glass Tube Instructions -



#### Dig Deeper

Click link and double click on each sheet to see it close up!



#### - The Unboxing Experience -

When you order something online, 95% of the time, it's simply tossed into a poly mailer—an impersonal result of fast consumerism. When I started MeliCo, I knew I wanted to challenge that. Packaging has always been my favorite part, and I put just as much thought into it as I do into the products themselves. Every detail is intentional, turning unboxing into an experience, not just a transaction.











Part of the appeal of high-end brands is the experience they create for their customers. **Take Apple, for example—when you buy an Apple product, you're not just unboxing a laptop; you're unveiling each carefully packaged component, one layer at a time.** And then we even keep the boxes, as a memory of that experience.

#### - The Unboxing Experience -

Every one of my packages has different layers of unboxing - from the outside packaging, choosing a **box and colorful poly mailers**, whether to include **ribbon and wrapping paper**, to the product packaging with tags and product cards. Every order includes a **handwritten thank-you note**, personally addressed to each customer **and small freebies—candies and stickers**. This is all to make **not only a memorable experience**, **but a joyful one**.



To me, "Be Better" isn't just combating global tragedy and passing legislation – it's changing the mood of someone's minute, one gesture at a time.

That's my goal. I hope to make whoever is on the other side of this screen crack a smile, because you have (without a doubt) already done the same for me. A smile for a smile. I hope that you are excited to run to the mailbox, and grin when you open your package. I hope the sweetness on your tongue, stickers for the child in your soul, and your new knick-knacks radiate the very joy I felt creating them. Because if any piece makes your day even the teensiest bit more special, or maybe distracts from one of life's troubles for even a moment – *that*, accomplishes my purpose.

# REVIEWS

**Emily Russell** 

Jan 30, 2025



I'm sitting in my car writing this review because I couldn't wait. I'm in love with these two pouches! The material is amazing and they're perfect. The packing was the best, and there were even a few goodies added. It might not seem like a big deal but it really brightened up my bad day. I'm already looking for something else to buy because I love them so much. Definitely can't wait for my next purchase!

Report



Woodland Friends Zipper Pouch Set | Pencil Pouch Nursery...

#### genariahleann017

Feb 16, 2024



I was so happy with my purchase! I really wanted the quilted bag, but in the size of the smaller bags so I can fit into my purse. The seller was so amazing with communicating with me,



and definitely saw the idea that I had! We had such a great conversation and she is, so fun to talk to you and very caring! She got my package out right away and I absolutely love my quilted small strawberry make up bag! And if it's perfectly into my bag crescent bag, which was exactly what was looking for

Report



Strawberry Quilted Zipper Pouch | Handmade Makeup Penci...

Be

Oct 13, 2024



I haven't written a review before, but I absolutely ADORE these pouches. Emma was so kind throughout the ordering process, and her passion for her work really shined! My order arrived early and the packaging and extra goodies she included were so cute and thoughtful! Made my week. Thank you Emma!!

Report



Custom Quilted Mini Pouches for Bea

Colette H.

Aug 8, 2024



This pouch is so adorable!! I got one for school and one for a friend's birthday. I love the design and the handcraft of the item. The seller was so kind and responsive with shipping, she went above and beyond my expectations! Definitely recommend this pouch and this shop!!!

Report



Strawberry Quilted Zipper Pouch | Handmade Makeup Penci...

#### - QR Code Glossary -

#### **The MeliCo Story**

How and why it all started.



#### **TheMeliProjects**

Scan QR Code to read more on each project.



#### <u>Click Here</u>

#### **The Eras**

Deep dive into each of the eras.



<u>Click Here</u>

#### **Etsy Shop**

Check out the actual storefront!



<u>Click Here</u>



## 

Thank you for taking a step into my world. It has been a pleasure. If you have any feedback, comments, or questions, I would love to hear from you!

Check out a more extensive view of my work at <a href="melicoboutique.com/theportfolio">melicoboutique.com/theportfolio</a>

