

Dear Valued Partners,

All of us at Designworks Collective are passionate about and committed to the independent retailers that make up the fabric of our communities. We know that the challenges we are all facing today...with tariffs and increased prices on rent, labor, shipping, etc...can be difficult to manage and overcome. We believe that this is a time to lift each other up, and as a partner with our retailers, do everything we can to support you through this tumultuous time.

- We will hold all prices on all Designworks Collective brands through June 16th, 2025, when our new catalogs will take effect.
- We will honor all pricing on all holiday pre-book orders.
- We will continue to offer freight incentives through April and May on “immediate ship” orders, and will have freight specials throughout show season.
- There will be a few manageable price increases (\$.50 - \$1.00) on a small number of skus due to tariff increases on raw materials. These will be nominal and manageable. They will be announced on June 1st and take effect on June 16th.
- There will be no tariff surcharges on any DWC product.
- All pricing on our B2C sites is, minimally, keystone + \$2. We will evaluate pricing on all items and raise our retails to allow you to also do so as well, allowing for additional margin.
- We will continue to evaluate the changes in the tariff and trade agreements. While we may need to take additional actions in the second half of the year, our promise to you is to be fair and equitable, and to do everything we can do to absorb and mitigate additional costs.
- We will continue to provide you with NEW, exciting and well-designed product. Our AW25 launches are some of our strongest yet and we can't wait to show you at the summer shows.

The Gift Industry has pulled together with a common goal of making our voices heard in terms of how the tariffs are affecting all of us and, ultimately, our consumers. Please refer to the following resource page for calls to action and information to help support these efforts.

Without you, there is no Designworks Collective. We take our partnerships with you and our responsibility to be good stewards of independent retail very seriously. We appreciate your love of, and commitment to our brands and are grateful for your business. Thank you!!!

Sincerely,

The Designworks Collective Team

“Stand With Main Street. Turn Off Tariffs.”

Spearheaded by the management of the Dallas Market Center, the Gift Industry is actively engaging in this movement. All of us at DWC are standing with our retailers, sales rep and fellow manufacturer partners and friends, to be a voice in getting the tariffs turned off. Here are some things we are doing...we ask that you join us.

Sign The Petition

Please sign the petition [available here](#) - and share with your professional networks as well. The message is simple: “Stand With Main Street. Turn Off Tariffs.”

These efforts ask for a 90-day pause with zero tariffs between the U.S. and China in order for merchandise to flow freely, and arrive in stores for the holidays with no tariffs. This is the simplest and quickest call to action. The results will be shared with key political leaders and teams taking legal action.

Contact Congress

The National Retail Federation has created an easy form to reach out to your representatives. [Use this link](#) to easily send a message. Industry leaders have been in contact with NRF, who notes that there is now bipartisan support emerging for a bill to require Congress to approve all new tariffs.

Be Engaged!

The Dallas Market Center is hosting a morning event on Tuesday, June 17, featuring Jonathan Gold, Vice President of Supply Chain and Customs Policy, National Retail Federation (NRF), to present insights and to join with leading manufacturers to discuss the path forward. Many rep groups and manufacturers are holding webinars and educational sessions. These are a great opportunity to learn how your fellow retailers are navigating the tariffs and what to expect in the second half of the year.