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Erin Frame:

"LaDawn Shocklee-Cox of Ribbons & Bows Gifts"

Giving a gift is one of the most wonderful things in life. A thoughtful gift makes any occasion special and it conveys feelings, at times, we can't put into words. Erin Frame interviews one of Tucson's known gift designer, LaDawn Shocklee-Cox. She is the owner of Ribbons and Bows Gifts. She is a certified gift designer through the Gift Basket Association and she makes it her priority to improve her skills so that Ribbons and Bows Gifts can better serve their clients.

[2:50] LaDawn was getting ready to start her business in 2010. Her mother passed away in 2011. She helped her father with his craft business, and when her father retired in 2015, LaDawn started the business part-time. They've been full-time for 4 years.

Knowledge & Learning

[4:48] LaDawn attends annual conventions every August. She values education and keeping her skills sharp. The knowledge and skills she acquires bring value to her clients. She's always learning something new.

Supporting Local Products & Ensuring Quality

[7:17] LaDawn is always adding all the time. Some of the base vendors she uses are popular and most people have heard of. Some of the shops they use are Popcorn Country, a company called Barrel Bites, Carolina's Chocolates, and others. She loves finding new products for her business.

[10:19] Ribbons & Bows Gifts takes pride in using fresh and best quality products. They taste test all the products to ensure quality. If they don't like it, chances are the clients won't like it either so it's really important to them that they taste test everything they have in stock because they want their clients to like their product.

Products of Ribbons and Bows Gifts

[11:28] Some products from R&B Gifts are Jute Bags which includes snacks. They print ribbons you can customize with your logo or message. They sell individual items and are planning to expand to personalized items.

Importance of Social Media for the Business

[16:05] Social Media is a good practice for LaDawn. She uses it as an opportunity to re engage with her customers and reconnect based on the special events and things that are going on in their life.

How COVID-19 Affected Ribbons and Bows Gifts

[17:20] COVID-19 changed how R&B Gifts deliver products. They don't deliver their products for the foreseeable future because when they deliver their products to residents, they require a signature which makes both R&B Gifts and their customers uncomfortable. They only ship their products to their residents and deliver products to businesses. That way, there's more safety.

- Discover more about amazing gifts from Ribbons and Bows Gifts: <https://www.rnbgifts.com/>
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