

It's About the Consumer

By Angela D'Amico

In 2008, A.D. Lines Euro Group will celebrate its 20th anniversary. As president and founder, I am continually amazed at the number of changes in that industry and at the rate of that change. Anytime you have an industry that has five (sometimes more) parties involved in a transaction, it also becomes increasingly difficult to keep your focus on what's really important. From the artist to the publisher to the framer to the retailer to the consumer, you can get lost trying to please too many people.

So how do you keep focused when the business is always changing and you have to serve many masters? We always keep a clear focus on the most important group of all—consumers, who walk into a store or



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surf the Internet, looking for decorative images that inspire and comfort them and make them feel good each and every day. Our purpose statement, which is our reason for existence, is “to inspire people and bring beauty into their homes by creating and providing affordable, beautiful, trend-setting decorative images, while maintaining a profitable business.”

With that in mind, all of our team members are focused on the customer. What art should we be designing that inspires people? How can we bring beauty into their homes? How can we make it affordable yet continue to be a profitable business?

Every day, we are focused on developing and designing images for the consumer. It's not about the artist, it's not about the framer, it's not about the retailer, and it is certainly not about the publisher! It's all about the consumer.

This business is not about the artist, the framer, the retailer, or the publisher. It's all about the consumer!

Here's an example. After September 11, 2001, I sensed a void in America. The tragic events of that day left a hole in the world that needed to be filled. While I couldn't put my finger on it right away, I sensed the need to comfort people, to inspire them when they were feeling low, to create an environment where they can feel good about themselves. Up to that point, A.D. Lines had primarily been a distributor of published European Art, but I decided to change the direction of the company. Feeling a shift in the country's mood, I decided to create “Words to Live By,” a published line of inspirational images. We assembled a team of artists and started creating decorative images for that new line.

At first, many framers weren't interested. “Can't mention God at retail,” they said. Many retailers didn't want to put the line into their stores. Then one buyer at a major retailer said, “I think you are on to something.” The rest, as they say, is history. Consumers responded, and retailers, framers, and even other publishers followed suit. In 2007 “Words to Live By” continues to inspire people, bring beauty into their homes, and create a special feeling in their hearts.

This is our vision at A.D. Lines, the dream that drives us on. Our goal is to have our product in every home in the world. And every day we move closer to that goal—by keeping our focus on the consumer. ■