

Useful Information

from the 2017 (and previous) Fiber Fairs

2017 FF Sales Summary, Pricing, and Trends

Top 5 categories by number of items sold # Sold

1. Towels	249
2. Yarn	170
3. Gift Bags	152
4. Fiber	133
5. Scarves	107

Top 5 categories by Sales dollars Average Selling Price

1. Towels	\$30.06
2. Scarves	\$63.61
3. Yarn	\$23.51
4. Runners	\$57.41
5. Rag Rugs	\$94.37

Please note that the price range around the average selling price can be quite large depending on the materials used and the complexity of design. For example, in 2017, towels were priced from \$15 to \$50, and scarves varied from \$30 to greater than \$200.

Trends:

- Longer, larger scarves
- Natural dyes and fibers continue to be strong sellers
- Colder weather at Fiber Fair helps sell warm hats, mittens, and scarves
- Totes, backpacks, and diaper bags sell well
- Pet lover items: collars, leashes, sweaters, etc.
- Life on the go items are popular: items related to computers, e-readers, cell phones, drink cups, water bottles, etc.
- Visit your favorite clothing store, accessory store, yarn store, etc., to see trends in colors and accessories.

Suggested Starting Size Guidelines:

Small dish towel 16"x28"

Large dish towel 24"x36"

Place mats 12"x18" or 14"x20"

Napkins 16"x16" or 22"x22"

Crib Blankets 36"x54"

Afghan 42"x60"

Rugs 18"x30"

Tablecloths 36"x36" (card table size)