

Rockridge Home

OAKLAND, CA

Established: 2003

Number of stores: 1

Size of store: 2,000 sq. ft.

Number of employees: 6

Estimated 2014 total sales: \$500,000 to \$999,999

2015 Expectations: Sales to be about the same as last year



Trade shows attended: Las Vegas, Los Angeles, New York, Chicago
Housewares Categories sold: Candles/candle accessories, Holiday products, Personal care/aromatherapy,

Collectibles, Tabletop/serveware products, Gift books, Fashion accents, Apparel, Toys/games/puzzles, Gourmet foods, Housewares, Stationery, Jewelry, Greeting cards, Photo frames, Wall art, Plush products, Glassware/crystal, Licensed products

Major suppliers include:

Archipelago, Zents, elizabethW and European Soaps for candles; Leftbank Art, Alessi, Tag and Transocean for home decor; Chronicle Books and Seltzer for giftables; Hobo International, Sock-it-to-Me and Pinkhouse for jewelry; Cody Foster, The Thymes and Alessi for holiday products; Calypso Cards, Seltzer and Chronicle Books greeting cards

“When you shop at Rockridge Home, you are supporting a locally owned, certified green business which in turn supports a half-dozen people and our families, human and furry!”

—Jennifer Kaplan, owner

Unique to this store: At

Rockridge Home, shoppers can get complimentary tea, champagne ice and gourmet, locally made bacon, caramel popcorn. The store’s merchandising style is casual urban sophisticated, with an energetic vibe, said owner Jennifer Kaplan.

Social media: Facebook.
rockridgehome.com