

The way you make me feel... Card range continues its heart journey

WE ASKED CARD CREATOR, WRITER AND DESIGNER REBECCA GLISSAN ABOUT NEW DIRECTIONS FOR HER EMOTION-FUELLED RANGE.

REBECCA GLISSAN TOOK the brave step of entering the card market in 2008, launching a range of spiritually driven cards to help tap into emotions relating to loss and grief.

A successful clairvoyant, she has transferred her ability to read people's feelings into the artistic collection, and in August 2010 launched a new range extending the theme to a broader audience.

Her strongest retail channels have been florists, new age and holistic stores, as well as funeral homes – but now Glissan has started approaching larger gift stores and retail channels to spread

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her heartfelt messages further afield.

“We are anticipating that Journey to the Heart [the new collection] will end up becoming our lead range,” she says. “It is inspired by love, and suits a much broader range of occasions.”

Glissan says the response to the new range has so far been really strong, especially for those who loved the initial range but had to wait for an occasion to use them. “The current clientele has been so enthusiastic, I’ve been needing to re-stock.”

She has been busy knocking on the doors of larger card companies and giftware chains seeking distribution opportunities. “We have had to self-publish up until now, but we need a bigger scope; more of a presence in the market.” The expansion of the range also helps retailers offer a stronger “visual anchor” in-store.

There are also other lines on the horizon, such as journals and calendars, but the cards are an ideal introduction into the ethos of the company.

Glissan is continually inspired by visions, dreams and connections she makes with the people she meets, and works with her artist to convey her messages in greeting card form.

“The intent is to bring joy, inspiration



Rebecca Glissan, owner of Glistening.

and love to people's hearts,” she explains. “I have really enjoyed the creating, writing and designing – I love to see hearts touched and would like to see this happen on a bigger scale.”

“I’m not naturally driven by sales, but the message – but so the business can keep growing I’m now looking at getting more people on board with skills in these areas.”

She is in the process of commissioning a sales agent who specialises in marketing and sales, and she is also looking at rebranding the company's website, www.glistening.com.au.

Her vision when she started the company was to offer customers a gift that was more than words; one which spoke from the heart.

Today, she is still enjoying conveying these deeper heart truths to those who crave a voice for their feelings.

“Some people just can't say what they feel, and my cards can help them do this,” explains Glissan. “Especially in times of disaster, there is an emptiness people feel. It's a healing thing to speak from one's heart.”

Glissan is determined to take her business to greater heights, and is inspired by card companies who have the volumes they need to succeed in a tough industry. “There's not a lot of money in cards unless you have lots of volume,” she says. “But the key is to start by attracting attention, to believe in your vision, and to just keep going.”



One of the cards from the new range, *A Journey to the Heart*.