

KELLY NYLAND



I met Kelly in the mid-2000s when she was the marketing director of the French electronics company, Parrot. The company deals in sound for auto and home, GPS and drones and sells worldwide. Kelly and I were first brought together because of the Philippe Starck speakers that were produced by Parrot. It was a sleek tower speaker with a sound that seemed to resonate through the air rather than just project. The design was incredible and the quality equal, so, of course, we carried it in our store.

Because of this, I was fortunate enough to work together with Kelly and her incredible energy, realizing her extraordinary thinking outside of the box. It's these kinds of people that are attractive to me, people with

whom I can share creative ideas and thoughts.

Thereafter, Kelly was hired by a innovative startup company in Colorado called Sphero. They created a spherical robot that was fully mobile and directed by an app. The user could plan and set a whole series of turns and moves for it, offering a kind of junior level version of coding. The company landed the Star Wars Sphero, which ended up as the prototype for BB8. It was this amazing toy that everyone enjoyed. Kelly was responsible for the marketing it and when we saw it at the Consumer Electronics Show in 2011 and, of course, carried it in our stores.

Kelly's next placement furthered her talents. She began to work for Snap-

chat. She was in charge of the Snapchat "Spectacles," these cool looking sunglasses that would capture video and upload it to social media. The marketing for Spectacles was one of the most interesting and inventive marketing ideas, and an incredible success. They would only be sold at a giant yellow kiosk that would pop up in different parts of the country, in a park or at a mall, and one would have to follow a countdown on an app to find where the kiosks would appear next. Initially we were the only retail store that was selected to have a kiosk as a location. The kiosk itself weighed about a ton, literally, and was brought in, along with guards that protected it all night. Once the kiosk was in place, Snapchat would put out a pin dot on the map of the app. By 10:15 in the morning, you could see people walking around the street, trying to find this kiosk. Eventually they figured it out and with well over 200 people wrapped through the store and around the block for hours, they sent 60 people at the end of the line home as there wouldn't be enough spectacles in the machine for the people in line.

After this, Kelly and Snapchat allowed me to hold a VIP event. This was a private showing where you could buy from this kiosk and we had customers like Billy Crystal and representatives from David Geffen's office lined up to purchase. Each person in line could only buy two units each and, even with it being a VIP event, we had a line out the door. This was just the tip of Kelly's ingenious talent and energy.

Associating with people who think creatively is a blessing. Kelly is one of those people, just incredibly innovative. Kelly recently opened up her own business, an online flower subscription service for your office or home, called Petalfox.com. She created it, fleshed it out and is now growing it, yet another one of her new, imaginative endeavors.





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“Ron got everything first, whether it was a celebrity shoe or some cool kids’ accessory,” says Kelly Nyland. “He knew where to place a bet. He knew when to take a chance.”

That makes him a fitting complement to Kelly, who has launched more than 120 consumer products: about 70 physical creations, and approximately 50 virtual, including apps, games and other digital experiences. “I’ve led product development design and creative services, and I’ve run most of the brands I’ve worked for on a global scale,” she notes. Negotiating international deals with Apple as a vendor to their stores worldwide, throughout her career Kelly has launched brands in 40 physical countries and for 70 nations online.

“Product development, retail and tech innovation consumer products: that’s really my sweet spot.”

Kelly met Ron when she worked at the revolutionary French wireless products manufacturer, Parrot; Ron was one of the first to sell the company's sculptural speakers, which had been codesigned with Philippe Starck.

Seeing how Ron displayed and merchandised the speakers at the Melrose location, "I remember feeling that this product had completely achieved chic, celebrity status," Kelly says. "One of the only other stores selling this product successfully was Colette in Paris; only a handful of luxury concept retailers could do this product justice and present it in a way that encouraged the other hundreds of points of sale to adopt the product and to sell it."

Ron's store was a prime venue, therefore, to showcase Parrot's groundbreaking AR.Drone, which entered the market in 2010, about 18 months before the competition. "Ron was always focused on selling whatever was new in the industry," Kelly observes. "It just made sense."

Kelly next applied her talents to digital consumer manufacturer Sphero, where she was Senior VP of Marketing and Creative Services. Her love for product development, creative design and global marketing launches led to partnering with Disney and Lucasfilm to present the BB-8 droid toy inspired by Star Wars: The Force Awakens. Once again, Ron was able to offer clients the newest experience: a robot companion.

Collaboration continued when Kelly headed Marketing and Brands for Spectacles, the Snapchat glasses with a camera inside: "We were rolling this product out through secret scavenger hunts, featuring 100 vending machines over 100 days throughout the United States," she says. Asking Ron to participate, Kelly acknowledged that "He really had to take a bet on something he had never seen. We couldn't show him the product. We couldn't show him the vending machine."

Of course, Ron rolled the dice. "There were

lines out the door, and numerous celebrities showed up because they feel really comfortable at Ron's store," says Kelly.

As Kelly and Ron's paths continued to cross, a friendship developed, and Kelly often relied on Ron for professional perspective. "He doesn't presume anything; he just offers wisdom. It's always very encouraging," she states.

Kelly recalls an occasion when both happened to be in New York, and Ron was working on a fragrance collaboration with Missoni. "I will never forget looking at all those product samples in that hotel room and just going through each scent," says Kelly. "I remember magic delight in his eyes and in his voice as he talked about how excited he was that Rosita Missoni had agreed to work with him. Yet he still knew that he had to get the price point right and get the story for each scent," she notes. "This made such an impression on me. I think it signified that this friendship that Ron and I had built together over the years was reciprocated in a way that was outside of our day-to-day business."

Kelly currently oversees her own business, Petalox, which combines technology and beauty through an online flower subscription which ships petite, French-inspired flower arrangements to customers each week. "We believe that there is an opportunity to curate more inspired spaces, especially the spaces in which we dream, make and do," says Kelly.

Dream, make, and do is a good summation of the creative energy that Kelly and Ron both share. "Creativity is built into Ron's way of curating products and telling stories. Any item, brand or business that he features in the store, he must be able to tell the story," she explains.

"Ron leaves an impression," says Kelly. "A lot of it is wrapped up in masculine elegance. He's the type of person who always seems like he's quietly in the know."

PRODUCT DEVELOPMENT, RETAIL AND TECH
INNOVATION CONSUMER PRODUCTS:
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