

Velvet display pillows

Held in Love Crystal Pillows

888/621-9682,

www.heldinlovecrystalpillows.com

What started as a request from a friend, also a store owner in desperate need of display pillows for her crystals, has turned into a home-based business for Robin Savela of Ashland, Ore.

All of the pillows from Held in Love Crystal Pillows are made by hand using a fine quality U.S.-made triple velvet, which comes in many different colors including black, purple, wine, red, spruce, and royal blue. Each display pillow is filled with the perfect amount of poly pellets for holding the proper size crystals.

The Regular Pillow is pyramid shaped and designed to hold crystal spheres and clusters. Perfect for crystal bowls and jewelry as well, these pillows are available in 3-inch to 10-inch square bases (\$3 to \$30 wholesale each). The Deep Pillow is rather unusual, measuring almost twice as tall as the length of the base. This makes the pillow stable enough to hold points and wands best displayed on end. I tried it with a 10-inch crystal wand using a 2.5-inch square pillow, and it worked flawlessly. Sizes range from a 2-inch to a 5.5-inch square base (\$3 to \$15 wholesale each).

These pillows are not only great add-on sales with crystal purchases but also make in-store crystal display a beautiful breeze. Customers will be drawn to the beautiful and practical presentations and want to buy the pillow with the crystal it is holding. Savela will send free swatches to prospective customers so you can see the current fabrics, colors, and dye lots available, which means no surprises when your order arrives.



Crystal Pillows (crystals not included)

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