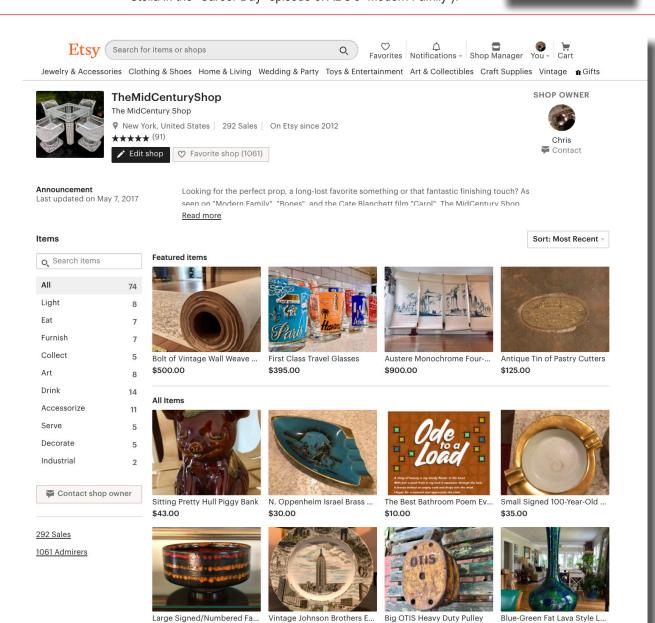


The MidCentury Shop

Branding and E-Commerce / 2012 - Present

The MidCentury Shop (MCS) is evidence that necessity is, indeed, the mother of invention. Born as a relief valve for a growing collection of mid-20th Century furniture, housewares and design, the MCS website attracts an international community of fans and customers. The platform is Etsy, the online global marketplace for handmade and vintage goods. IAR writes, photographs, produces and maintains all MCS inventory listings (passed 300 sales in 2020) and manages all marketing, sales, fulfillment, administration and social media (follow themidcenturyshop on Instagram).

In its first year, average monthly listing views, favorites and sales more than doubled, and revenues tripled as the site sharpened its focus on selling to the trade — architects, interior and set designers (that's our Olympia SM3 typewriter with Ed O'Neill and his dog Stella in the "Career Day" episode of ABC's "Modern Family").



\$25.00

\$95.00

\$240.00