



## Reality TV Stars Continue to Make 'Junk' The New Chic with Retail Pro

### Background

Sisters Amie & Jolie Sikes, along with their mother Janie, have been termed the "Thelma & Louise" of home decor, and for 15 years, Junk Gypsy Co.® has captivated the public with their trademark "chippy-peely" style.

Industry: Gift & Apparel  
Headquarters: Round Top, Texas  
Website: [www.gypsyville.com](http://www.gypsyville.com)

### Solution

Product: Retail Pro 9  
Current Scope: Online + Physical Store  
Retail Pro Customer Since: 2013  
Servicing Technology Partner: Big Hairy Dog Information Systems

"The functionality and ease of use has been outstanding...Retail Pro is going to make our transition from online store to brick & mortar totally seamless."

Amy "Archie" Allen,  
General Manager

### A Retail Emergency

Junk Gypsy Co.® has been carving out a very unique niche in fashion design and home decor. Their unique, eccentric design, genuine personalities and free-roaming lifestyles, have captivated American audiences following the success of their hit reality show, "Junk Gypsies" on HGTV. A second show, "Garage Sale Wars" began airing in May 2013, and as expected, web store sales have exploded. In spite of all of this recent momentum and success, Junk Gypsy recently came face to face with a true retail emergency earlier this year. Junk Gypsy's former retail software solution provider abruptly went out of business and shut down all servers without warning, wiping out all of Junk Gypsy's inventory and sales data in one day.

### More Data, More Orders, Less Time

After implementing a temporary solution for the interim, Junk Gypsy chose to deploy Retail Pro® E-Commerce in spring 2013. Its impact was immediate. Managers reclaimed large chunks of time processing multiple purchase orders within minutes, a process previously done manually. Beyond streamlining vendor tracking and inventory management, Retail Pro E-Commerce's reporting has added clarity and speed to Junk Gypsy's decision-making process. "The functionality and ease of use has been outstanding", explained General Manager Amy "Archie" Allen, "and the tech support has been great. Even Amie & Jolie (Junk Gypsy owners/reality TV stars), with their extremely busy schedules, have been trained and can use it when necessary."

### Clean The Mess, But Leave The Junk!

Ultimately, the big difference that Junk Gypsy experienced after installing Retail Pro E-Commerce was the ability to employ a wider set of tools that enabled them better understand what customers see, and ultimately use that information to improve customer experience. From cross-selling, upselling, adding wishlists and more, Retail Pro E-Commerce has enabled Junk Gypsy to do just that.

Now, Junk Gypsy is excited about the launch of the new brick-and-mortar store they've just added to their operation. Utilizing Retail Pro's ability to seamlessly integrate physical and online stores, Junk Gypsy continues to create impressive value through the reimagination of "junk".



## About Big Hairy Dog Information System Authorized Retail Pro® Business Partner

Big Hairy Dog Information Systems (BHD) is widely recognized as a leading help desk for POS software solutions in the specialty retail industry. BHD supports more than 3000 store locations worldwide. For over 20 years BHD's seasoned experts have worked alongside small, mid-size and large, multi-store businesses to further their success.

Headquarters: **3205 Ramos Circle**  
Sacramento, CA 95827  
Phone: **800-377-7776**  
E-mail: **info@bighairydog.com**  
Website: **www.bighairydog.com**

## About Retail Pro

Retail Pro International, LLC, is a global leader in Point of Sale, Store Operations, and Back-Office software applications for the specialty retail industry. Through its highly-specialized provider network, Retail Pro is delivered locally and supported regionally through approximately 90 offices worldwide. More than 52,000 retail stores in 87 countries using 18 different languages trust Retail Pro® to manage their operations; from single stores to prestigious, multinational retailers, Retail Pro is the proven global solution for serious retailers worldwide.

Headquarters: **400 Plaza Drive, Suite 200**  
Folsom CA 95630  
Phone: **800-RETAILPRO (738-2457)**  
**+1 916 605 7200**  
E-mail: **moreinfo@retailpro.com**  
Website: **www.retailpro.com**

Copyright © 2013 Retail Pro International, LLC. All rights reserved. Retail Pro and the Retail Pro logo are registered trademarks and/or registered service marks in the United States and other countries. Other parties' trademarks or service marks are the property of their respective owners and should be treated as such.

## Act Now

Find out how you can grow your business with Retail Pro by contacting us today.

Phone: **800-RETAILPRO (738-2457)**  
**+1 916 605 7200**  
E-mail: **moreinfo@retailpro.com**  
Website: **www.retailpro.com**