

Case Study

Shannon & Kelly, Island-ish

About Shannon & Kelly's Store

Island-ish is a sister-run lifestyle boutique in Nanaimo, BC. From Country Chic Paint and supplies, art kits and decor, local art and gifts to skincare and seasonal fashion. We have something for everyone.

Why Country Chic Paint?

We looked at and tried so many different paint lines. We decided on Country Chic Paint because the quality was right up there with Annie Sloan (often better, in our opinion), yet it was not as costly. Once we decided to apply for their wholesale program at our new little business in 2014, we discovered that their homebase was on Vancouver Island too, just an hour away! We knew it was more than meant to be to also support local.

When we first tried Country Chic Paint the packaging and logo totally caught our eye. It's still the prettiest on the market. But the coverage and quality of the product and how easy it was to use it is what really convinced us.

We had so many items on the list of what we were looking for in a paint company - great product that meets our standards, easy to get a hold of, supportive, good social media, great packaging - and Country Chic Paint checked off all those boxes.

Becoming a Retailer

When we became a retailer back in 2014, everyone was so helpful and encouraging. Deliveries were quick and we had lots of support. Hosting workshops with Country Chic Paint was a big part of getting our store going and we have such special memories of that time.

Results

Country Chic Paint always brings in customers who then also shop the other items we offer at the store. When we first opened, it definitely brought in a huge amount of our customers, and that helped us grow. Now it's a complementary part of our larger business that still has its own draw.

Having a paint line in our store allows us to keep an ongoing creative aspect to our business through demos and workshops but also is a draw and seller when we don't have time to add extra workshops. It gives us something extra to show our new customers and of course we also use it ourselves in our homes. It's such a fun addition to our social media content from making our own videos or sharing the great posts that Country Chic Paint makes themselves.

Our customers love that the paint has amazing coverage and a beautiful range of colors. They love the awesome paintbrushes and the glaze is a favorite as it makes a great, natural stain.