



09. BOOKS

**Profile: Morioka Shoten, Tokyo** 106  
 How bookshops are fighting back 114  
 Take a leaf out of these stores' books 116

10. COMMUNITY

**Profile: WAFFLESNCREAM, Lagos** 118  
 Building community in an online age 124

11. PETS

**Profile: Sticks & Socks, Manchester** 128  
 The rise of lifestyle stores for animals 134  
 Follow the lead of these pet-care shops 136

12. FAMILY

**Profile: Puna, Lima** 138  
 The secret of family-run stores' success 146  
 Three brands with selling in their genes 148

13. PLANTS

**Profile: California Nursery Specialties, Los Angeles** 150  
 How the plant-care boom took root 158  
 Plant stores around the world 160

14. FACTORY-FIRST

**Profile: Miista, Galicia** 162  
 Why shops are prioritizing production 168

15. BEAUTY

**Profile: Xinú, Mexico City** 172  
 Contemporary perfume brands, from Paris to New York 180

**COURIER RECOMMENDS 182**

We revisit some of our favorite shops from over the years.



**STOCKROOM**

192

An inventory of eclectic products stocked at a range of independent stores around the world.

**DO IT YOURSELF**

**SO YOU WANT TO OPEN A SHOP?**

How to be a seller 210

**CREATING AN ONLINE HOME**

Where will you sell from? 216  
 Mastering your platform 218  
 Delivering the goods 224

**GOING PHYSICAL**

Setting up shop 229  
 Popping up 234  
 Creating your space 236

**MANAGING YOUR PRODUCTS**

Getting hold of the goods 243  
 Working out your pricing 249  
 Handling your stock 252

**THE CUSTOMER EXPERIENCE**

Talking to people 259  
 The online buyer journey 265  
 Elevating your space 268

**MANAGING YOUR MONEY**

Keeping the lights on 273  
 Counting the cash 275  
 Planning for growth 278

