What has been keeping you busy in the past 12 months?

The past year has been a very busy, but productive and rewarding year for Creative Concepts. We have been working on designing and developing line extensions in the personal care category, using our patented GOTECH™ Cordless Technology and re-inventing the cookware category with some unique concepts for healthier living.

We have also been focusing on investing more in our digital and social media platforms by expanding and promoting our line of products with licensed popular brands and celebrity endorsements. This has been a strategic move which has been one of our main priorities over the past 12 months.

We recently set up an office in Italy to cater to our European customers’ demands and to raise more awareness about our products and brand collaborations there.

We also now have our own TOTEMS (Display stands with TV monitors) at a number of big-box retailers which run infomercial videos that explain end consumers on the features and benefits of the products displayed, before they buy it! This has been a game changer for our retailers as it helps to drive more foot traffic at the stores which in turn increases the sales along with the support of our TV and Digital Media Marketing.

You worked on new patented technology to create one of the world’s first cordless rechargeable hairdryer, which launched last year. Please tell us more about the project? Is it currently available to purchase?

Correct! Our first launch of the GoStyler™, the world’s first cordless hairdryer, is now available at Walmart, Bed Bath & Beyond, Amazon, Carrefour, as well as at a few more retailers and also on our own e-commerce platform www.buygostyler.com. We are excited to announce that the GoStyler™ has got a 4.5-star review online with hundreds of thousands of satisfied customers who love the product and a list of celebrities, supermodels and popular influencers who are now obsessed with the cordless life!

What were some of the challenges connected to developing the technology for the hairdryer?

Without releasing too much information on the intellectual rights of the technology, the process of developing the cordless hairdryer has been an absolute roller coaster ride.
The main challenges we faced along the way were connected to getting the correct amount of heat and power balance. After hundreds of prototypes and countless hours in revisions of components, however, we finally got it right.

Being the perfectionists that we are, we wanted to make sure that every element is absolutely perfect - we did not cut corners while developing each component. We wanted to be certain that every consumer who purchases the GoStyle™ will be satisfied with the look, the touch and most importantly, the performance of the product. We invested a lot of efforts, time and research to make the hairdryer faultless; from the look appeal to the heating temperatures and the blow power – everything had to be absolutely perfect. When we develop products, we follow a simple, but a very effective rule - we either do it right, or we don’t do it at all and drop the product. Seeing how happy and satisfied our customers are with the hairdryer has made the whole process worth it – we’ve been so overwhelmed with the positive response to the product’s launch!

Creative Concepts Manufacturing Group is one of the first companies in your field to take marketing to the next level by working with influencers, celebrities, supermodels and household brands? What are the benefits of working with them to advertise your products?

The combination was a perfect fit. We are proud to be able to work with so many talented people, brands and big-box retailers. Our concepts’ aim is to make our end consumers feel satisfied with the hairdryer. We have engineered some great concepts and innovations which will be great additions to every household.

Below are some of the products we’re launching this year:

**Go Curler™**
World’s First Automatic Cordless Rechargeable Hair Curler

**Go Straightener™**
World’s First 2 in 1 Cordless Rechargeable Hair Straightener and Curler

**Go Luscious Lashes™**
World’s First Automatic Cordless Rechargeable Heated Eyelash Curler

It means that our team’s hard work has paid off and that we need to keep going! Success is not an accident – it comes with a lot of hard work, perseverance, learning, sacrifice and most of all, love for what you are doing! We love what we do and to be awarded for our work is true success!

Innovation has always been the core in our business. The only way to capture the market is by developing extremely well-attuned sense-detecting mechanisms that enable a brand/product to identify consumer needs before the competition – and sometimes before consumers themselves. As we race heading into the post-digital era, hyper-personalized and instantaneous digital experiences will increasingly determine competitive advantage for consumer goods to deliver relevance at scale. That’s why forward-looking companies (like us) are rethinking innovation – in the workplace, in business models, and in ecosystem partnerships.

*Vin Advani is the company’s Director and is responsible for sales in its US/North American Retail Supply. He’s also focused on building Creative Concepts’ digital, social media and e-commerce platforms and has signed deals with hundreds of influencers, developing the company’s social media presence and exposure.*