



**Smithsonian Institution**

*National Museum of African American History and Culture*

## **Playbill for Twilight: Los Angeles, 1992**

Extracted on Mar-29-2024 07:51:13

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[[LEFT PAGE]]

[[Title]]

DO YOU KNOW ME?

[[image]]

TO APPLY CALL: 1-800-THE-CARD.

(c) 1993 American Express Travel Related Services Company, Inc.

[[RIGHT PAGE]]

[[left half of page]]

So we thought there had to be other young couples like us with good taste and no money. We were 23 years old and we really had no understanding of retail. But we were very ambitious and very hungry.

The name Crate & Barrel just kind of evolved. When we first started, we had no money for fixtures, so we simply turned over the packing crates and barrels. Then we stacked up the dinnerware and glassware, and said, 'That'll tell a story that you can't tell any other way.'

It's not exciting to sell beautiful things people can't afford. But if they can afford them they get excited, because they can own them. So that's our merchandising

[[middle quote]]

"WHEN WE GOT MARRIED, EVERYTHING WE LOVED WAS TOO EXPENSIVE, AND EVERYTHING WE COULD AFFORD WAS TOO UGLY."

[[right half of page]]

philosophy. Nowadays, things have to be accessible. We want people to pick them up and touch them. We want people to see something and say to themselves, 'I love this. Wow, I can buy this.'

I certainly think that seeing a sign on a store window welcoming the American Express(R)Card makes you feel comfortable. You're not worrying about whether or not you can pay for something. And that can only be good for business.

American Express reminds you it takes a lot of shopping to make a house a home. Gordon would like to remind you they're open tonight.

Gordon Segal

Co-Founder, Crate & Barrel

[[logo] American Express

Don't Leave Home Without It. (R) [[/logo]



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## Smithsonian Institution

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The mission of the Smithsonian is the increase and diffusion of knowledge - shaping the future by preserving our heritage, discovering new knowledge, and sharing our resources with the world. Founded in 1846, the Smithsonian is the world's largest museum and research complex, consisting of 19 museums and galleries, the National Zoological Park, and nine research facilities. Become an active part of our mission through the Transcription Center. Together, we are discovering secrets hidden deep inside our collections that illuminate our history and our world.

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