

# BRANDING ARKANSAS

**Photography:** Rett Peek and Courtesy of Featured Guests



*These Arkansas-based creatives, manufacturers, branding experts, and entrepreneurs are shaping the future of the home décor and gardening industries with their products and making homes and gardens more beautiful throughout the U.S. and beyond*

Left to right: Paul Michael, Chris H. Olsen, Allison West, Ashley Childers, Reggie Marshall, Jim Clements, Johnna Dobbs, Todd Smith, P. Allen Smith, Tobi Fairley, Charlie Groppetti, Marcus Boyce, Jay Howard, Will Means, Gail Miller, Tim Freeman, Scott Morris, Debi Davis (Not pictured: Jan Feldman and Christine Howard) *Special thanks to Loft 1023 ([www.loft1023.com](http://www.loft1023.com)) for use of their space for the photo shoot and to Howse ([thehowse.com](http://thehowse.com)) for use of furniture pieces from their store for this shoot.*



**THE BRAND: Jhemajang Plants and Furniture**

**THE CREATOR: Chris H. Olsen**

Jhemajang (pronounced "hema-jang") is "the art of mixing it up," a driving vision for Olsen. As owner of Botanica Gardens and Plantopia Home and Garden Center, Olsen identified a need in the retail plant market for combinations of hearty plants that are selected for both their beauty and their resilience. Jhemajang plant products—all of which are Arkansas grown—fill that need, by inviting shoppers to mix a variety of textures and colors into their plantings. Operating on the same philosophy, Olsen has also created a line of indoor/outdoor furnishings that are brightly colored and durable, all of which are readily mixed and matched. [chrisholsen.com](http://chrisholsen.com), [botanicagardens.com](http://botanicagardens.com)