

Tracey Gibbs offers unique gifts, elegant service at Kingwood's Personalize It

Monograms are springing up everywhere and can be found adorning nearly everything.

This trend is not a surprise to local business owner Tracey Gibbs. For over a decade she has been creating one-of-a-kind gifts, monogramming a wide variety of items to ensure a perfect match between gift and recipient.

As the owner of Personalize It, Gibbs offers an array of items, including gifts for babies and children, jewelry and clothing, candles, home goods, luggage and travel accessories, totes and coolers, custom stationery and paper goods.

"We have gifts for all ages and occasions. Our customers shop here to find the ideal gifts for baby showers, weddings, graduations, Christmas, and any gift giving occasion. I also offer in-home consultations for our bedding line, Pine Cone Hill."

While Gibbs knew in her heart that people in the area would appreciate and support her enterprise, starting a small business was not an easy task.

"The banks didn't believe in my business, but I knew I could make a great place for people to shop in Kingwood. After years of making money for big corporations, I believed in myself. With the encouragement of my husband, friends, and family, I took the plunge and opened my doors in 2006. My customers believe in me and, most importantly,

trust me for their gifts. I'm so appreciative for their support. I put my heart and soul into this business," said Gibbs.



Since opening Personalize It, Gibbs has expanded the business enough to carry over 100 unique lines. Brands and lines she carries include Caspari, Jon Hart, White Wing, Lilly Pulitzer, 3 Marthas, Haul Couture, to name a few. She credits the growth of the business to providing excellent customer service.

Gibbs takes pride in the store's beautiful website, which attracts customers from across the country. Customers can even stay connected with Personalize It through various social media outlets such as Facebook, Pinterest, Instagram, and Twitter.

Stacey Sanford has been shopping at Personalize It for 10 years.

"Tracey provides her customers with everything from simple to elegant to especially pretty gifts. When my friends and family receive a gift from me from Personalize It, they know it will be special. It is my go-to store for any occasion," said Sanford.

The one-stop gift shoppe offers merchandise at a wide range of prices, with

something to suit everyone.

"I want my customers to love their gifts, and more importantly I want those who give a gift from my shoppe to love the excitement their gift has given the recipient," said Gibbs.

Customer Paula Yale said, "Tracey is not a trend setter, she is a taste setter. She does everything with great style and she always makes it fun." Gibbs has a sharp eye for finding exceptional lines ahead of the curve. Personalize It is often the first to carry products before they become trends.

Gibbs makes a point to carry merchandise sourced from women and family owned businesses and items made in the U.S. by socially responsible companies.

"I can tell you a lot about the lines we carry, and in many cases I have personally met the owners. My customers appreciate this about my business – over 90 percent of my customers are repeat customers. They look forward to seeing what new things we have coming in each week. I love when they say to me, 'This is my go to place to shop for gifts, I always find something unique and perfect,'" she said.

Gibbs moved to Kingwood in 1995 after growing up in Kansas and spent over 20 years working in the corporate world. Gibbs has been married for 26 years to husband Richard Schwabenlander and has a son Jack, who is a freshman in college.

More information can be found at www.personalizeitkingwood.com.



Tracey R. Gibbs, Owner



Personalize It

OPENED DOORS:
2006

FAVORITE QUOTE

"There is no elevator to success.
You have to take the stairs."

- Zig Ziglar