THE BOUTIQUE HUB

THE BOUTIQUE HUB

2025

WRAPPED







HUB

THE BOUTIQUE HUB

The Boutique Hub & Community

75,000+ / 400,000+

Total posts + comments across all groups

50 STATES 12 COUNTRIES

Countries/states represented by members

12

Hub Year's in Business

10,000+

# of Community members

200,000+

Retailers Inspired

40,000+

Ask Ashly Conversations

New Hub Products Launched:

Ask Ashley
Hub Member App
Monthly Action Plan
Retail Calculator Tools

Most asked Ask Ashley Topics:

Job Description
Pricing Strategy
Marketing Event

THE BOUTIQUE HUB



2.9 MILLION
Total Downloads

Boutique Chat Podcast

TOP 3 EPISODES:

#712: How to Plan, Post & Grow on Social Media Without the Overwhelm
#704: AI for Entrepreneurs: Boosting Productivity, Creativity, and Brand Authenticity
#706: Mastering the Art of Buying: Trends, Mindset & Selling Success

94 EPISODES
# of episodes released in 2025

250,000+
# of downloads for the year

Courses & Trainings

TOP 3 PURCHASED COURSES

1.Boutique Hub Black

2.Retail Bootcamp

3.Small Business Marketing Handbook

TOP 3 MEMBER ONLY TRAININGS

1.Audit your webpage

2.CEO vs Entrepreneur PT. 1

3.Retail Calculators

BOUTIQUE HUB BLACK # OF NEW STUDENTS

500+ new BHB students

RETAIL BOOTCAMP # OF NEW STUDENTS

400+ new students & 30+ VIP’s

Hub Team

20,000+
of coffee cups consumed by the Hub team

10,000+
Total Canva graphics created

10
# of new team members

Most-used Hub phrase :

"DO WHAT YOU DO BEST, AND HIRE THE REST!"







THE BOUTIQUE HUB

Hubventory

Top 5 Brands

1. Threaded Pear
2. Panache Apparel
3. Nash Grey
4. TMLL Beauty Co
5. 7th Ray

Top 3 Biggest Wholesale Trends:

1. Bows
2. Cherries
3. Polka Dots

Top 5 Best Sellers

1. *Dark Brown Coffee Weather Sweater — Panache Apparel Co.*
2. *High Rise Acid Wash Straight Jean — Jelly Jeans*
3. *Westlyn Woven Bum Bag — Pretty Simple*
4. *Stacked 14k Gold Filled Bead Bracelet — Moon Ryder Wholesale*
5. *Mango Hand & Body Lotion — California Mango*

30,000+
# of Retailers Supported

97
# of New Brands who joined

Top 5 Most Searched Keywords

1. Western
2. Christmas
3. Dress
4. Jeans
5. Fall

Markets

3,000+

# of Total Showroom visitors

28 (DALLAS, NEW YORK, LAS VEGAS, NASHVILLE, ATLANTA)

# of Markets our team attended

Pink Friday

6

Number of Years of Participation

10,000+

# of paritcpation stores

$500M+ IN ECONOMIC IMPACT OVERALL

Pink Friday ecominic impact



HUB

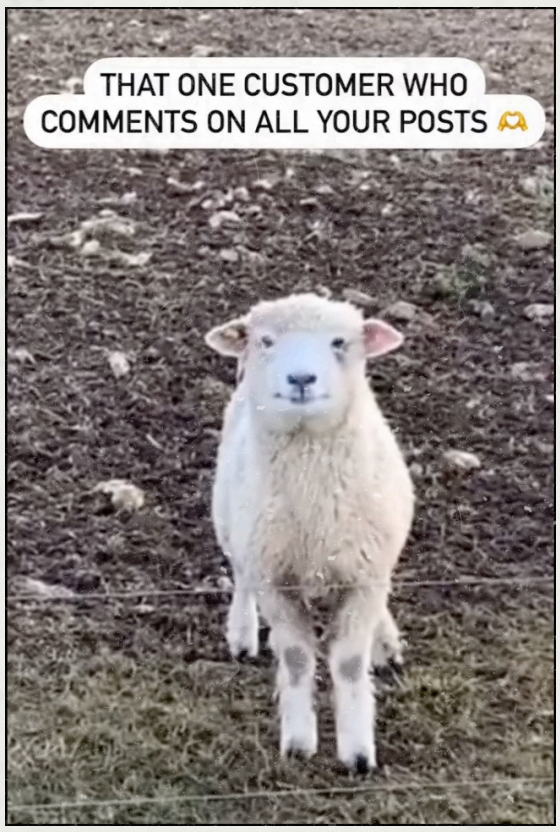
THE BOUTIQUE HUB

Social Networks

10,000+
# of new followers

32 MILLION+
# of total reach

MOST WATCHED REEL



TOP THREE POSTS

1.



2.



3.



THE BOUTIQUE HUB

Summit

1,000+
# of attendees

RE-IMAGINED /
NO RISK, NO MAGIC
theme

2025 WAS OUR 8TH ANNUAL EVENT
year of event



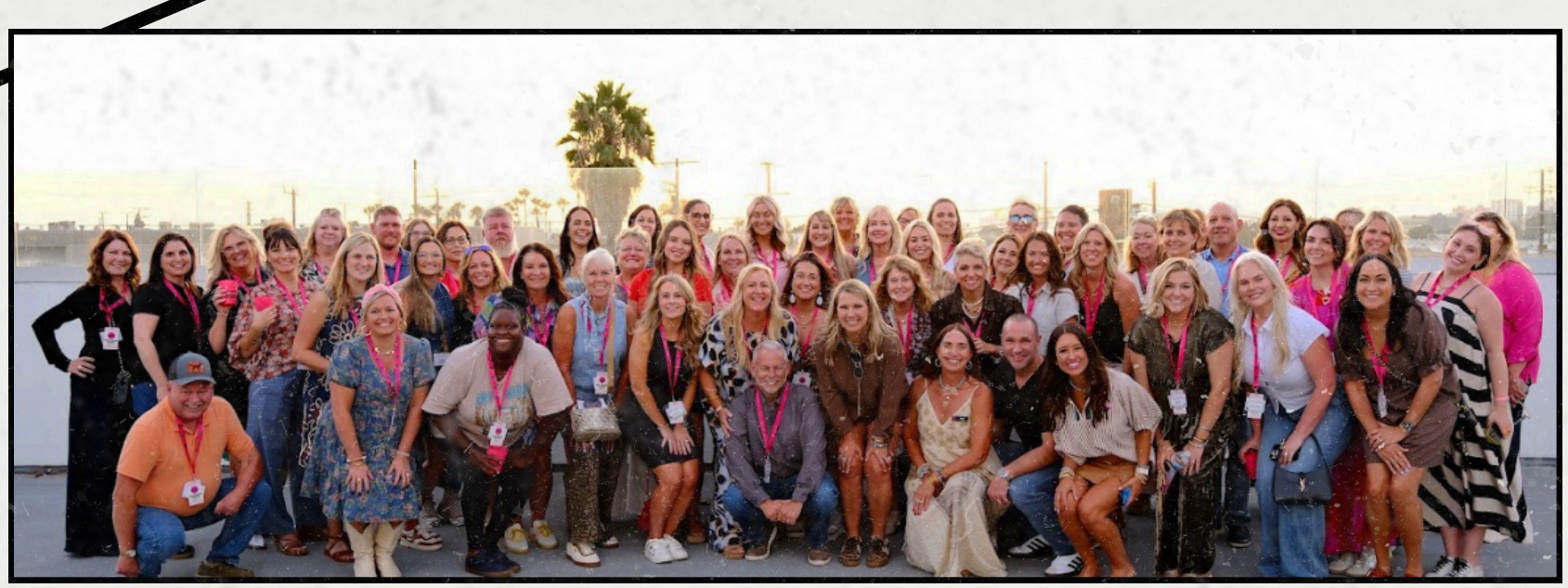




Mastermind

36
# of mastermind students

SPRING SCOTTSDALE AZ AND FALL - MINNEAPOLIS MN
locations of retreats



LA Experience

100
# of LA experience attendees

8TH
annual event

HUB

THE BOUTIQUE HUB



WRAPPED

CHECK OUT

The Boutique Hub's Spotify Playlist

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