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*Featured banner on dankstop.com*

October 12, 2016

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DankStop welcomes collectible artisan bong business:  
Sophisticated market celebrates a paradigm shift in paraphernalia

FOLLY BEACH, SC—It all started with a vase. A beautiful Venetian vase Doreen Sullivan picked up on one of her antiquing outings inspired her. She set about trying to highly repurpose that piece into a water pipe that she wouldn't have to hide. Creating an artistic product that could be discreet and yet could fit into any room in your house was Sullivan's goal.

With an ongoing cultural shift in an industry that has been formally stigmatized, a rapidly maturing market of discerning and demanding consumers are searching for better products.

“The word sophisticated hasn’t historically been associated with this industry,” said Sullivan, a Southern California native who is the definition of an ultrapreneur. A brand expert and national speaker on creativity in business, Sullivan is also known for distinctive product development. She has been paying keen attention to the emerging opportunities presented by this expanding market.

“Classy products for a more refined smoking lifestyle are rare. It’s an underserved market,” she said. “I wanted to create something different that would appeal to a more aesthetically savvy consumer. Something discreet and nicely designed that didn’t scream bong.”

Since vases and refined glass come in all shapes and sizes, there was a lot of research and development involved. Many beautiful pieces broke before perfecting the craftsmanship needed to repurpose vintage vases into useful smoking implements. Her creations became wildly popular with her friends and she realized they appealed to a broad demographic of people who appreciate well-designed useful products. That was when she knew she could turn her artisan craft into a business.

“My Bud Vase is for people who are tired of hiding their paraphernalia behind a sofa. They want something visually pleasing, an art piece they can enjoy and not worry about leaving on the coffee table,” Sullivan said. “To be blunt, my market is people who respect good design in all things. My products serve not only a functional need, but also a social one.”

From Murano and Blenko art glass, to hand-thrown clay vessels, to the funky glass of the 50s, 60s and 70s, Sullivan carefully selects for form and function. She encourages her customers to appreciate the vintage nature of each piece and to anticipate and embrace any slight imperfections from their previous lives. Each piece is an original and they range in price from \$75-\$500.

Even a seasoned marketer who understands her customer and has developed the perfect product can hit a roadblock. Sullivan found online sales to be a challenge because the laws in each state are so different and changing so rapidly. Stuck for a while, Sullivan was delighted the day she was contacted by Dankstop one of the fastest growing online head shops in the nation with sales reaching \$7 million in only two years.

Gabe Aronovich, who manages DankStop’s business development, scours the Internet for industry-related products, hashtags and forums to discover potential vendors. “We knew there were upscale closet consumers ready for something different. Women are a particularly underserved market. When I saw Doreen’s product line I had to reach out to her,” he said. “We’re proud of the quality and aesthetic value of the products we offer and we were all impressed with Doreen’s amazing adaptation of antique glassware. She’s a true visionary. Nobody has done anything close to this. My Bud Vase is a very unique product line and her price point is good.”

“My pieces have personality. I individually name each one and select the elements that make them come together perfectly,” Sullivan said. “They come with flowers that help disguise the bong and can be used as pretty pokers to clear residue.” People often buy a certain piece because they connect to its nostalgia, because it reminds them of someone or because it stirs a great memory. But the major appeal will always be how seamlessly My Bud Vase blends into any home’s decor, repurposed pieces easily mistaken for that kitschy flea market find or valuable glass piece inherited from your great aunt.

My Bud Vase can be purchased online at DankStop.com. Visit [mybudvase.com](http://mybudvase.com) for a schedule of festivals and other events where My Bud Vase will be sold. Must be 18 years of age to purchase. For tobacco use only. Patent pending. For more information email: [info@mybudvase.com](mailto:info@mybudvase.com).

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