

Magnolias, the Yellow Shop on Maple - A Shopping Fantasy

Just into its second year in business, Magnolias, the pretty as possible gift and home accessory shop on Maple in Downtown Birmingham makes a visual statement that is an irresistible invitation to come in. The minute you see the bold yellow of the store front and two dog statues flanking the entrance, you gather this is an unmatched shopping experience and you won't be wrong. As owner Missy

Christie says this is a store dedicated to all things beautiful. The ever changing selection of imaginative and pleasing items include fine antiques from around the world, hand-painted porcelain, china and silver. Then, of course, the couture pet department features special gifts for your favorite animal friend - like vanilla flavored doggie tennis balls.

This combination of ever changing

accessories that range from \$10 hostess gifts to \$15,000 antique furniture - has already proven an astounding winner in the retail gift world. After a phenomenally successful first year, Christie, reports that sales for year two are ahead of last year by 45%.

A Birmingham native who lives just two blocks from the shop, Christie is proud of her success as a woman in business but not surprised. "All the women in my family are successful businesswomen although in very different arenas," she says. One sister publishes business resource guides in Prague, Czechoslovakia, another owns a custom knitting business and mother is administrative manager for the Federal District Court.

Christie also counts her roots in the Birmingham area community as a big contributor to her success. "I think Birmingham, Franklin, and surrounding area residents are a very supportive, dedicated group. They love to shop in Birmingham and if you

give them good service and unique items they'll keep coming back."

"What this store proves is that not everything has to be discount. I think I'm showing that people will pay for service, a beautiful shopping environment and a pleasurable experience," she says.

Christie continues: "There is a fantasy quality about being in our store - a wonderfully stimulating experience dedicated to sparking our customers' imaginations. Our ever changing merchandise and ever changing ways of presenting items are designed to make new suggestions on how to set a table, decorate the home with accessories and just keep things always changing at home so they are more exciting and fun."

There are other touches to shopping at Magnolias, Lord Astor and Lady Petunia. These are the REAL dogs. In fact, there are Golden Retrievers who are so well behaved, they never get as loud as animated staff and customers. "They provide a kind of built-in babysitting service for our shoppers with children," says Christie, "and be assured these dogs have never broken a thing - although we have." Canine friends of Lord Astor and Lady Petunia musn't miss the pet bar outside; it's actually a water bowl.



Surrounded by all things beautiful, Missy Christie, owner of Magnolias.

Magnolias

A fine gift and
home accessory boutique.

288 E. Maple Road
Birmingham
(810) 433-0860

