

Young Entrepreneur Launches Purse Strings and Things

When Jennifer Lantor graduated from college last May she didn't think twice about what she should do next.

Two days after graduation she was neither stressing over job interviews, nor turning down bad advice about going into plastics.

Instead, she opened her own retail accessory store, Purse Strings and Things.

It was something she always wanted to do, she said.

"I love retail and I love people. Most of my earlier jobs were in retail and I really enjoy it."

But Lantor brings more to her business than her retail experience.

With a major in fine arts, she has the artist's eye that enables her to find just the right pieces at art shows across the state.

"I try to find artists who make unique items, so that my store has different things from other stores," she said. "I'm continually adding new lines. I like to have my customers see different products each time they come into the store."

Lantor said that hand-painted leather bags were among her most popular items, as well as evening bags with beaded straps.

She also carries a line of very popular glass bottles made by a talented artist.

With the holiday season quickly approaching, she suggests hand-painted beaded boxes or beaded picture frames as wonderful, unusual, and stylish presents. She also recommends that visitors



Owner, Jennifer Lantor, of Purse Strings and Things

be sure to look at the decorative anodized-metal mobiles, which could add a unique and beautiful touch to a home or office.

Lantor instinctively knows how to take care of customers — and no wonder, since the love for the business seems to be carried in her genes.

Her father owns a retail business and occasionally helps out with ideas and advice, and her mother works in the store with her.

But having the aptitude, the skills, and support from loved ones isn't a sure guarantee of success in any business.

"You really have to have the motivation to do this," Lantor said. "It's a lot of fun, but it takes a great deal of work."

Purse Strings and Things is located at 414 Main St., Suite 106 in the Main St. Plaza in Rochester. It is open 10 a.m. to 5:30 p.m. Tuesday, Wednesday, and Friday, 10 a.m. to 8 p.m. on Thursday, and 10 a.m. to 5 p.m. on Saturday. The store is closed Sunday and Monday.

Purse Strings and Things can be reached at (810) 608-0544.

Beauty and Function Make Perfect Match at Bellissima

Sherry Tattrie, owner of Bellissima, comes to the design business with a great deal of experience.

After earning her degree in interior design, Sherry worked as a designer in Michigan for 10 years and at Bloomingdale's in New York for two

years. When this mother of four returned to Rochester, she concentrated design skills on kitchen design at her Oakland Cabinetry business.

June 1, 1995, was the opening of Bellissima, a gift, home furnishing and interior design establishment. The store, currently in the middle of an expansion, carries furniture, accessories, candles, perfume, rugs, towels and everything for the bed and bath.

"We have a store that's right for today," Tattrie said. Beauty is the standard for these functional as well as accessory items. The quality of merchandise makes the store unique.

Customers are totally amazed at the selection of merchandise.

"Our candle and gift selections are great," Tattrie said. "Some of the lines we carry are exclusive to Bellissima."

In addition to the merchandise, what makes Bellissima unique is the people who work there.

"We're really customer friendly," Tattrie said. The 13 women who work at the store are dedicated to providing the best possible service to all visitors.

Bellissima is located at 301 Main St. in downtown Rochester and can be reached at (810) 650-9557. The hours are Monday, Tuesday, Wednesday, and Saturday 10 a.m. to 6 p.m., Thursday and Friday from 10 a.m. to 9 p.m., and Sunday from noon to 5 p.m.



Sherry Tattrie, owner of Bellissima.



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