

WHERE THE
WILD
THINGS
ARE

One of the Bay's unique and favorite all-things-home boutiques has expanded and added a new shop in downtown Fairhope. Perfectly nestled on Fairhope Avenue in the center of it all, Interwoven just got a whole lot bigger *and* better. Always looking for what's next (and what's wildly fun), they've found it.

By HAYLEY HILL

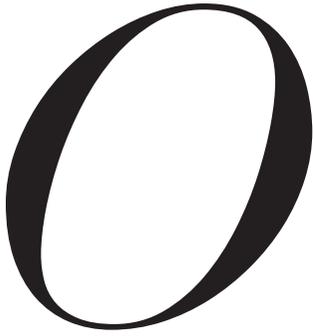
Photos STEVYE PHOTOGRAPHY,
STEVYEPHOTOGRAPHY.COM

Hair + Makeup ERIN BURGESS,
SOUTHERN ROOTS, 239.777.8889



30 Jacques

Paintings: "The Urban Series" Angela; Dress, SIMX; Heels, \$120; The Gallery Shoe Boutique, 251.344.4257; Earrings, \$45; CK Collection, 251.990.9001; Susan Zeman Necklace, \$375; Bangles, \$45; Interwoven, 251.709.0534; Suede, Top, \$195; The Holiday, 251.432.4971; Boots, \$170; CK Collection, 251.990.9001; Earrings, \$65; Debra's, 251.343.7463; Bracelet, \$25; Hemline, 251.287.6875.



originally opened on the outskirts of town, owner Angela Weil and Sadie Solberg's concept proved too big for just one location. Full of exclusive, contemporary, and yes, even sexy, furnishings, rugs, decorative accents, original art, and the best gift selection around, Interwoven is now two times as fabulous. And that's not all.

Driving by, you'll notice Tiffany's-worthy window displays.

Walking in, you'll be instantly mesmerized by the delightful wall-to-wall eye candy. In addition to the finds you won't see anywhere else, the friendly and talented team is there to assist guests with everything from the perfect items for holiday entertaining to a complete remodel or new build.

Still dog-and champagne-friendly *and* a full interior design center, Interwoven sets itself apart from the pack as they strive to curate all things ahead of the curve. With the original Interwoven concept that our homes are so personal they should be designed collectively, Angela and Sadie coined the phrase *Collaborative by Design*.

That means they love working with clients to not only achieve their ideal home or space, but to incorporate those meaningful family treasures. Whether it's finding the perfect modern cocktail glasses to go with a passed-down linen napkin collection, designing a space for beloved family antique heirlooms, or even collaborating to weave together specific lifestyles or interests, the joint effort is what Interwoven is all about.

"In our downtown location, we're thrilled to offer an expanded selection of contemporary and transitional furnishings and one-of-a-kind rugs. We've also expanded our original art offerings as the demand for items a bit different from the white coastal look continues to escalate. Our clients are really responding to the abstract art, as well as the various textures like our Icelandic furs and silver-hue hides," Angela shares. "We're even incorporating art pieces with an urban vibe that boast clean lines and architectural interest, too. Of course, we're continuing to offer natural elements that pair perfectly with life-enhancing luxuries, as well. It's super exciting that clients are really embracing our out-of-the-box approach," she adds.

And don't be shy; strike up a conversation, as they're able to make your product dreams come true, too. Love Turkish rugs but want one you can throw in the wash? They can do that, and customize not only the print, but the cut and size, to boot. Scared of white because of pets, kids, and, well, life? They've got solutions. "Impeccable customer service and a welcoming attitude are our culture at Interwoven," says General Partner Sadie Solberg.

Raised in the commercial construction and design business, Angela and her husband Dustin also own Stone Interiors. With locations in three states, the family business has a longstanding history in the natural stone business and has ties to the development of the Natural Stone Institute, the national accrediting body for stone and tile professionals. These national and international partnerships lend themselves well to Interwoven's expansion.

While their countertops are flawless, they also create some of the most beautiful custom stone options for table and bar tops, fireplace surrounds, and smaller stone goods like cubes and side tables. Inspired by the demand for custom tables, one of their partners is currently sourcing in Verona, Italy.

"Interwoven is transforming its original location into a collaborative workspace for their community industry and design partners and clients. Instead of coming into the marketplace with an adversarial attitude toward other home and design professionals, Interwoven looks for opportunities to collaborate by seeking out partnerships and incentivizing trade relationships," claims Angela, adding, "This expansion offers additional resources for industry events and continuing education classes, as well. It also provides room for our newly acquired custom rug lines and stocking facilities so our clients aren't feeling the supply chain issues we're currently facing."

Offering a full range of design services, Angela remarks, "We're providing in-home design consultations for DIY clients and for



Angela : Top, \$145; Skirt, \$123; CK Collection, 251.990.9001. Earrings, \$106; Dabiri's, 251.343.7463. Boots, \$160; The Gallery Shoe Boutique, 251.344.4257. Bangles, \$85-195; The Holiday, 251.482.4911.
Sadie: Top, \$198; CK Collection, 251.990.9001. Heels, \$130; The Gallery Shoe Boutique, 251.344.4257. Necklaces, Call For Price; Interwoven, 251.709.0534.

those working with an interior designer, too. We're happy to assist with furnishings, rugs, stone and tile, art, fabrics, textiles, accessories, and more. With so many new options, we want to educate our customers so they get exactly what they want. Utilizing our decades of experience and both of the Interwoven spaces, we also work with trade experts like contractors and architects on everything from new builds to remodeling projects. Believe me, if there's something we don't do, we know the best person or team that can."

Collaborating with local artists is also a passion for Angela and Sadie. Working closely with local famed artist B'Beth Weldon, who is currently painting her way through Greece, Angela is a proud collector of B'Beth's work personally and showcases one of her rare collections, The *Urban Series*, in the boutique as well as a variety of her works for sale. Other artists include Dee Dee Ebert, Elizabeth Tabb, Emma Tacon, B Jacques, Bottibling, Kate Scimeca, and Grace Weil. "As we expand our art offerings, the demand continues and we are constantly curating other pieces that range from clean, colorful, and contemporary to edgy and urban. It's exciting to see the Bay area responding to new design ideas," Angela shares.

Interwoven's gift selection is just as unique. "We have fabulous gifts and décor items we like to classify as *lifestyle luxuries*. We've expanded all our gifting and décor options from one-of-a-kind mini original art pieces and Susan Ziemann handmade on-trend jewelry to our standout signature barware and our designer luxuries in

the new location," Sadie tells us. Further? "We've even secured authentic vintage designer handbags, jewelry, and more designer-inspired collections that boast a more affordable price tag. For example, we've got a range of fun home and fashion accessories available for fans of brands like Veuve Clicquot Champagne, Tiffany's, Hermès, Louis Vuitton, Chanel, and more. We understand that, like us, our clients may want a home that's sleek and sophisticated, but that doesn't mean they don't want some playful items, too. Plus, our clients are great gift givers and want those perfect items that are not only thoughtful, but are also special and luxurious. Who doesn't want to spoil a good friend?"

We *so* get that. No matter how global and exclusive our tastes scale, we love nothing more than sipping champagne from a delicate, retro coupe glass served from a Southern staple silver tray sitting on our streamlined stone coffee table, complete with sassy Veuve cocktail napkins. That's the complete collaborative lifestyle aspect Interwoven provides — they just get it.

Perhaps the most exciting aspect of expanding into downtown Fairhope is the prospect of more collaborative efforts. "We're looking forward to being a bigger part of and working with the vibrant downtown Fairhope community. From partnership possibilities to support in general, we're excited about extending the mix of what's available and forming great relationships," Angela concludes.

A few examples
of Interwoven
Furnishings!

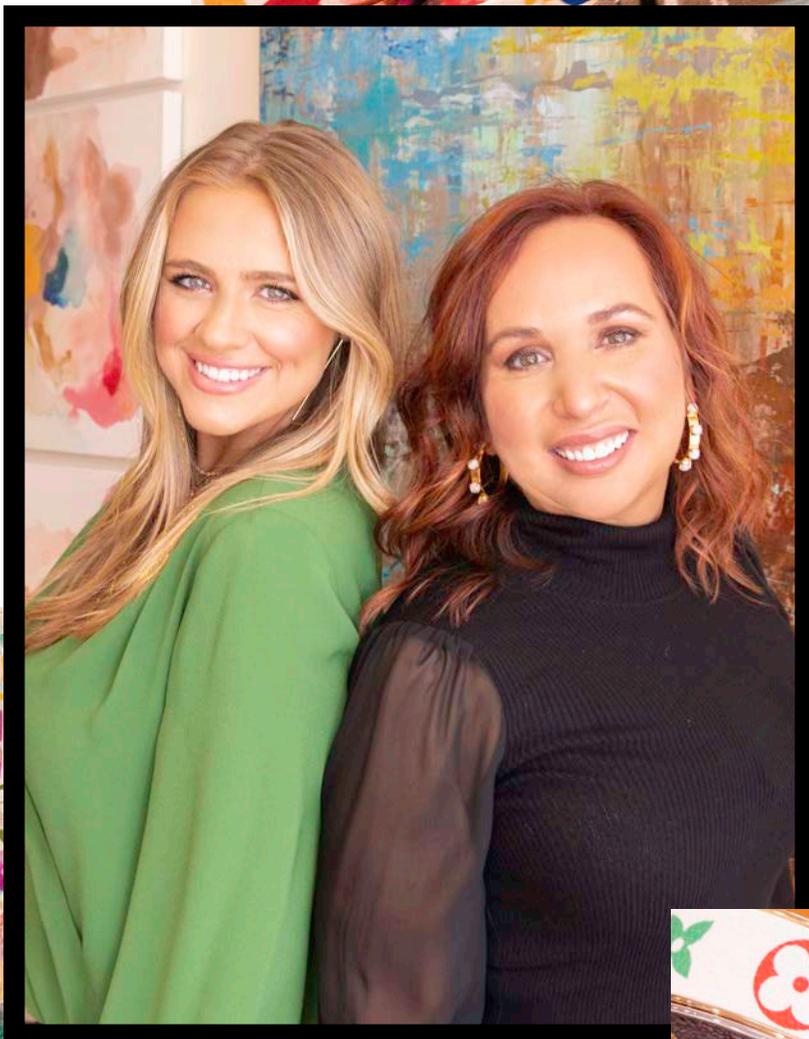


POP, CLINK, FIZZ!

Angela Weil and Sadie Solberg share their guide to champagne living and divine design. Here, a taste of Interwoven's wildly fun and fabulous must-haves.



POP!





CLINK!



FIZZ!

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