



JULY NEWSLETTER

Highlights

1. New Business - Ande, Miss Sophie's, The DEN
2. Car-Free Friday - Visit us at Memorial Gardens!
3. Little Women Scavenger Hunt
4. Social Media - Tips & Tricks by Sara, SM Guru
5. Webinars

NEW BUSINESS



ÄNDE

Ände (pronounced Ah-nuh) means to breathe in Danish. "It's a reminder to slow down, pause, and take our time in life. It is a gentle nod to my Danish grandmother, Inger, who had the best exhale of all time," shares Kiersten Hatanaka, owner of the newly opened shop at 26 Ontario St.

Having wanted to do this for a very long time, Kiersten is over the moon to open the doors to her very first retail shop. Thanks to her artist hubby, Kellen, and other local tradespeople, Kiersten's space with its clean, cool, spacious vibe was opened in rapid speed, from shop conception to fruition.

A massage therapist for 12 years, Kiersten always had this idea in the

back of her mind as her "next step," - a desire for a community space and the retail of sustainable, small batch, handcrafted clothing lines. The fabric and packaging of which follows an ethos where you don't have to think about where and how your clothing came to be but can rest assured it is an ethical and sustainable process. The brands too are mostly women-led. Kiersten even plans to one day add her own label to the lines she sells.

In the near future, Kiersten will introduce a "circular recovery model." This means that clothing purchased at her shop (intimates excluded) are returnable for an appropriate refund. These "preloved" items will then be resold by her, closing the gap on "zero waste." She also offers a repair program, whereby she or a hire will mend a garment, even embroidering over a stain if need be, ensuring that the item can still be worn instead of tossed aside or sent to landfill.

To create the community hub she is striving for, Kiersten will offer workshops on a monthly basis. These will include teaching embroidery and marble dying of natural fibres. The workshops will be promoted via her socials and sign up takes place on her new website.

In addition to clothing, you will also find jewelry and apothecary items. These are also small batch items, with creams and lotions and even candles made from natural ingredients that are sometimes harvested by the creator themselves.

When asked why she chose downtown Stratford to launch her new venture, Kiersten revealed she is a "joiner" and that she loves the welcoming, enthusiastic spirit of our city centre. She admires that other businesses too strive to offer unique products that are ethically produced.

Ände is open Wednesday-Friday 11-5:30; Saturday 11:30-5; Sunday 12-4.

ÄNDE | 26 Ontario St
[@andethestore](https://www.instagram.com/andethestore) | [andethestore.com](https://www.andethestore.com)



MISS SOPHIE'S

Welcome Miss Sophie (in the forefront) and her lovely owner, Jeanette Witschi to the Downtown Stratford BIA!

Entrepreneur Jeanette has decided to make her passion her job! Miss Sophie's offers French Style Shabby Chic against the most beautiful backdrop of exposed brick and French vanilla walls. Unique items have been collected "from all over" and have been merchandised in such an exquisite way that you will end up walking out with two bags of purchases instead of one! Pillows, candles, flowers, apothecary items, linens, paintings and more!

The past few years, Jeanette was the owner/operator of the beautifully decorated Magnolia House B&B on John St. Covid prompted some self reflection and ultimately a change in work. For 17 years, Jeanette lived in Bermuda working in IT. That experience and her education in Business Marketing have lead her to the grand opening of her first retail shop!

Jeanette is very excited to invite you into her shop, to meet her sweet

pup or buy that perfect "something" for yourself or someone in your life. And in Jeanette's words "nothing you love ever goes out of style!"

Open Tuesday to Saturday 11:00 am to 5:30 pm Sundays 11:00 am to 5:00 pm Closed Mondays

Miss Sophie's | 17 Ontario St
@missphiesdecor | 519-508-2415



THE DEN *hobbies & gifts*

A treasure trove of collectable delights await you at The Den on 125 Downie Street. We welcome Sareena Gaiind to downtown Stratford!

Faced with having to shutter her shop of 17 years - The Bargain Bin at the old Sobey's plaza - due to redevelopment, Sareena took a year during Covid to contemplate her next move. Her husband for 22 years had been running a hobby/trading card kiosk at the London Market and so she decided to expand on this concept and open a new shop in Stratford.

You can expect to find hard-to-get collector items, including many types of collector cards (Pokeman, Star Wars, Magic Cards, Hockey, Football, etc), Upper Deck cards, Beanie Babies, Huggie Wuggies, Fudget, Zippos, Funk Pops and other entertainment and NFL/NHL/NBA collector items.

The DEN has a very strong following of Londoners and Sareena looks forward to welcoming the collectors in our city, too!

The Den opens daily at 11am.

THE DEN Hobbies & Gifts | 125 Downie St.
@TheDenStratford | (519) 857-8155

CAR-FREE FRIDAY - FRIDAY, JULY 10



Looking forward to seeing all our cyclists Friday morning! A cuppa hot Joe from Balzac's will be waiting for you! :)

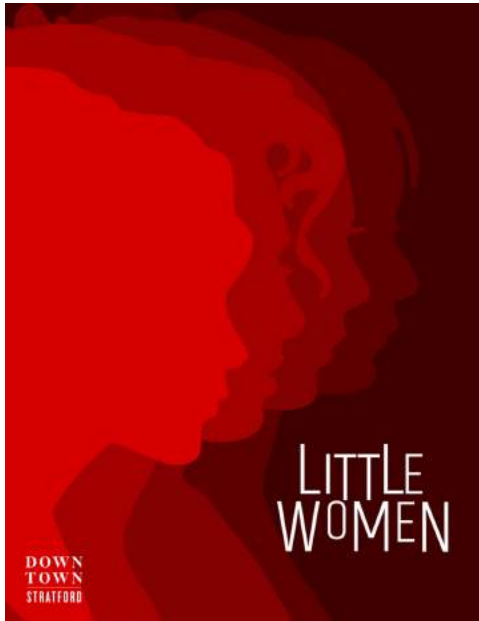
All participants will be entered into a draw to win a piece of custom-made license plate art, made by Jeremy Witzel (City of Stratford, Public Works) and his daughter. We thank them for our really cool "Car Free"

signage!!

Also, we'd love your opinion on where our second Bike Repair Station should be installed, so come and visit us between 8 and 10 am!

#carfreefriday @oneoffshakespeare

SUMMER SCAVENGER HUNT



This summer's Scavenger Hunt is themed after the Festival's family production, Little Women, that is playing at the Avon Theatre. We have a record 17 businesses participating - *hiding props in their shops* - and we hope you'll help us promote this fun event for families to do in our downtown during July through Labour Day weekend. A draw will be done each month from completed riddle cards handed in at Destination Stratford. Winners will receive Downtown Dollars or Little Women merchandise or the Grand Prize of Two Tickets to a Show of their Choice, complements of the Stratford Festival!

**The Scavenger Hunt will begin
Wednesday, July 13th!**

Riddle cards can be picked up at Destination Stratford, 47 Downie St, or at a participating business below:

1. Angela's Gelato
2. Avon Theatre Shop
3. The Livery Yard
4. Alley Cat Cafe
5. revel
6. Sound Fixation
7. Carman's Foto Source
8. Wuerth's Shoes
9. Rheo Thompson Candies
10. APT. 6 Apothecary
11. Queen's Inn at Stratford
12. Treasures
13. The Touchmark Shop
14. NEOB Lavender
15. The Dressing Room
16. F!NDS
17. Boutique 14-Plus

SOCIAL MEDIA Tips & Tricks from Sara



There are a number of fun, easy ways to boost engagement on your socials - particularly in Instagram Stories. Here are just a few:

1. This or that poll (using the POLL sticker)
2. Answer FAQ's from your DM's
3. Ask your followers to "ask you anything" using QUESTION sticker - and answer to everyone
4. Share other accounts you love or things you follow
5. Create a quiz related to your business/service/products using the QUIZ sticker
6. Ask your followers to share struggles where your product has helped
7. Ask your followers for their opinion
8. Ask what you should post next
9. Share testimonials or interesting comments - and encourage them to offer theirs
10. Ask your followers to share a photo of your product or service using the ADD YOURS sticker
11. Ask your followers whether they like or use something using the SLIDE sticker

Have fun!

Please include us in your social media feeds so you can keep on top what's going on downtown!

***We want to FEATURE your GREEN products on our socials!
Send us what you got!***

Reach out to us through our Stratford City Centre BIA Social Media platforms and remember to tag us so we can share in our stories!

Facebook: [@stratfordcitycentre](#)

Instagram: [@stratfordccbia](#)

Twitter: [@stratfordccbia](#)

WEBINARS

Digital Main Street Webinars

Crafting Content for Social Media

Thursday, July 7, 2022 7:00-8:30 PM

[REGISTER NOW](#)

How to Launch an E-Commerce Site That Grows With You

Tuesday, July 12, 2022 7:00-8:30 PM

[REGISTER NOW](#)

Digital Tools, Software, and Apps to Efficiently Manage Your Small Business

Wednesday, July 20, 2022 7:00-8:30 PM

[REGISTER NOW](#)

Grow Your Small Business on Instagram

Thursday, July 21, 2022 7:00-8:30 PM

[REGISTER NOW](#)

519-508-1415 | members@stratfordcitycentre.ca | stratfordcitycentre.ca

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