

# Something Special

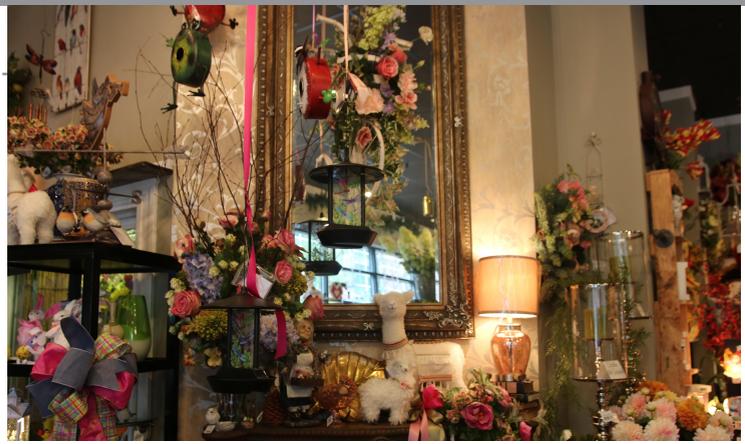


Step by step

Finding treasure can be difficult, but upon encountering Grant Lorick's 'Something Special' floral and gift shop, the struggles seem to fade instantly. Upon graduating high school, Grant began working under his previous employer in the floral business for four years before taking over the store himself, moving it to its current location and working expanding it for the last twenty one years. In its expansion, the floral business also became a gift shop selling all sorts of trinkets from christmas ornaments to cow print umbrellas.

Thankfully, being raised in a home of four sisters, they guided him and were able to add a feminine touch when deciding on whether to add a clothing section in the shop. The sisters helped to decide and specifically choose what clothing to sell. To appeal to all his customers, he provides varies clothing for all age groups. As time progressed, Grant stumbled upon his very trustworthy and current business partner, Peter E. Schoenbrodt, which he met at a party.

According to employee Heather, Peter was able to re-vamp the store into what it is today to attune to the current young student population that roam Main Street. Despite the fears of fellow competition, Grant is confident that his product will continuously attract customers thanks to the help of Pete and only hopes to grow his company further.



## Happily Ever After

I do

*There comes a time in most women's lives when they decide to finally tie the knot. The big day requires lots of work, but most importantly, it requires floral arrangements, which is made easier by Grant through one-on-one consultation. As this is his preferred section of the store, Grant finds the best way to accommodate to each bride's floral hopes and dreams. His in-store glass case displays give brides options aside from the infinite virtual inventory to choose from.*



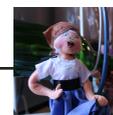
## V.S

LovePop cards vs Pathway Art cards?



LovePop Pitched on ABC's shark tank. lovepop greeting cards was founded by best friends Wombi Rose and John Wise while they trained to become naval architects. Inspired by vietnamese paper crafts while traveling abroad, the partners chose to make their own upon moving back to Boston and now sits in Grant's store for passers to purchase with their floral arrangements.

What are the most interesting knickknacks in the store?



This quaint german milkmaid figurine sits upon a glass display accompanied an empty wine bottle and a set of openers.

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1. When entering the store, a floral section is presented to the left hand side. It provides floral ideas for the bride's to be as well as a few knick-knacks. 2. The elegant mermaid lamp resides by an immovable christmas tree. 3. As customers enter the store, Grant stands at the counter to greet them, asking if they need any assistance. He mentions the current specials in the store and focuses on customer relationships, mentioning how some of his customers turn into family, as they have shopped their for years. 4. Grant, 50, is very into hands on projects for his store and he loves the aspect of that, this is why he incorporates artistic work from different artists around town. The floral drawing on the mason jar is inspired from grants floral shop. Placing a few mason jars around the store. 5. Focusing on home accessories, Grant tries to make his store as homey as possible. He places a variety of different s to bring his local customers. 6. Within the night light corner, a crane night light is found, perfectly made for newborn nurseries. 7. Before entering, customers encounter a small taste of Grant's magnificent floral displays.



Pathway Art Cards  
Originating in Charlotte, North Carolina, partners Philip Martz and Carl W. Ealy collaborate to make sentimental cards. Ealy creates the simplistic art, while Martz writes the meaningful poetry found on the back and in a dainty rack aside a glass display.

## 5 Fun Facts About the Shop

1. Most of the structures are hand made by grant.
2. The store holds a magical feel to the owner.
3. The employees are all like family.
4. They relocated the store 28 years ago.
5. The store has a tiny clothing section.



This lumberjack rests near the register as comical relief for customers who can spot it.



The Mermaid lantern is located in an aquamarine display that looks like a snow globe as well.

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