



# Online Window Shopping

See what's in store before you go to Serendipity

By Cecily Hastings

**S**erendipity Boutique went online last month with a very unique Web presence. You can now visit its Web site to virtually window shop for items in stock at the boutique. When you find something you like, visit the shop to see it in person or call to place an order. "After three years as a brick-and-mortar business, it was time to get wired," explains **Barbara Lym**, the boutique's owner. "Times have changed and people's needs have changed, too. Everyone has so little time. While we're not completely a full-service online shop, we hope to offer similar services to our customers by making the shopping experience fun and easy.

"We decided to display our clothes online the same way we

do at the shop. It's not realistic to purchase everything of one clothing or accessory line and wear it all together," say Lym. "Everyone mixes and matches their look with different designers. So that's what we decided to do. We showcase our designers with different tops and bottoms together."

Since Lym wanted a true-to-life experience, the online windows feature her staff, plus gifts and shoes to complete the ambiance. "Also being so close to San Francisco, many people travel through Sacramento and are still discovering Serendipity as a new boutique. The site also gives those from out of town a glimpse of the shop and an opportunity to shop via phone or on their next trip to Sacramento," adds Lym.

Visit [Serendipityboutique.com](http://Serendipityboutique.com) or the shop at 5253 H Street in East Sacramento.



## Sacramento's First Store Dedicated to Ecologically Sound Building and Design Materials Opens

A few months ago, **Green Sacramento**, a store specializing in ecologically sound design, construction and decorating materials, opened in Arden. "Our 3,200-square-foot store provides high-quality materials that are some combination of nontoxic, sustainably harvested, recycled and ecologically conscious—materials also known as 'green,'" says owner **Josh Daniels**.

Green Sacramento is owned by the husband-and-wife team of Josh Daniels and **Joy McCrea**. The young couple and their two young children returned to Sacramento in late 2003 after six years of living and working in the Napa and Sonoma wine country. The inspiration for Green Sacramento came when Daniels and McCrea remodeled their Carmichael home and experienced difficulty

locating environmentally friendly and healthy building materials.

"I have a degree in ecology and natural building and my wife's background is in fine art and finance," says Daniels. "We realized that this business was perfect for us."

Green building has become the fastest growing sector of the building materials industry. Consumers have become increasingly aware of the benefits of a healthy indoor environment. "In recent years, increasingly rigorous federal and state government requirements have called for new construction projects to use products that come from sustainable sources and provide healthier, more energy-efficient work environments," says Daniels.

"A person's health is a powerful motivator to buy green," adds McCrea. "Many people are experiencing health problems from the toxic chemicals contained in so many products on the market today. If you are having health issues, it's



Green Sacramento owners Joy McCrea and Josh Daniels

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worthwhile to discover the options available for your home.”

Aside from the myriad of benefits to a person and the planet, green products are both beautiful to look at and touch, and they are thoughtfully designed of very high-quality materials.

Green Sacramento provides a comprehensive selection of top-grade construction and design materials including linoleum, cork, bamboo flooring and carpet, and FSC (Forest Stewardship Council) certified wood floors. They also carry low-VOC (volatile organic compounds) and VOC-free paints, stains, plasters and finishes, plus earth and lime plasters, pigments, caulking and adhesives.

Green Sacramento also sells beautiful beds and bedding, including organic cotton and wool coverings, spring and natural latex mattresses,

natural linens, pillows and bed pads, plus bed frames and headboards. Other home furnishings include furniture, lamps, rugs and floor mats of bamboo, plus side tables and dressers.

If you are building or remodeling, they have green materials you will need including caulking, adhesives bamboo plywood and insulation, along with lots of reading materials on natural building and design.

While unique to Sacramento and the Central Valley, Green Sacramento joins a growing number of green building stores that are opening around the country including two in the Bay area.

Green Sacramento is at 1837 Fulton Avenue. Call 483-4332 for more information.

## New Midtown Coffee and Sandwich Shop

After wading through the interminable city licensing and permit process of opening a restaurant, **Butch-n-Nellie's** has at long last opened in Midtown. Owners **Liz Phillips** and **Kristi Bielski** designed the cafe to be a comfortable gathering place to meet friends and share a cup of java and a bite to eat. The theme (and adorable logo) is based upon a mythical pair of dogs in love, Butch, a wide-body English bulldog, and Nellie, a perky white poodle with pink bows. “We want our cafe to be the kind of spot that you’d be comfortable walking your dog to visit.

We keep a jar of biscuits just for our four-legged visitors,” says Phillips.

Located at 1827 I Street, Butch-n-Nellie's features a beautifully designed golden stucco façade with warm red accents.

The warm and comfortable interior invites lingering. Along

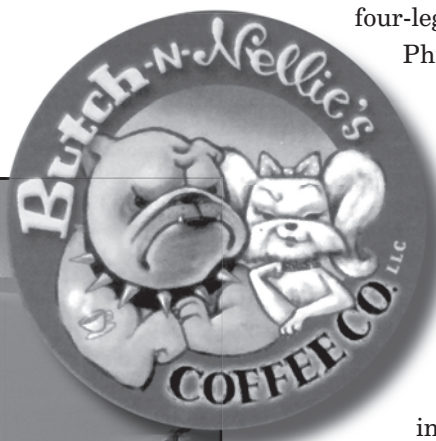
with a complete selection of coffee and espresso drinks, the menu offers pastries, grilled panini sandwiches, quiches, soups and sumptuous desserts made fresh daily.

The dining area features comfortable tables and chairs, and the lounge area with a generous ochre leather sofa and chairs is set up just like at home. The walls are graced

with paintings by local artists that add to the shop's urban charm.

Butch-n-Nellie's is open seven days a week from 7 a.m. to 10 p.m. Monday through Thursday, 7 a.m. to 11 p.m. on Fridays, 8 a.m. to 11 p.m. on Saturdays and 8 a.m. to 10 p.m. on Sundays.

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Stop by Butch-n-Nellie's Coffee Co. for coffee or lunch