

# LANCASTER NEW ERA

Thursday, May 31, 2007 • Lancaster, PA

## Style by Kathy

### Festoon grows with downtown Lancaster

**K**athy Frey's walk to work is a familiar one. Up the three front steps of the historic five-story downtown building, her keys open the door to her lifelong dream.

When Frey decided to set up shop in downtown Lancaster, she knew exactly where to go: the old Hager's Department Store on West King Street.

In 1969 and 1970, she was a fashion illustrator there. She had the time of her life collecting fashion items on the store's third floor, dressing mannequins and taking her creations home to illustrate. Her artwork later graced newspaper ads.

That's why it was simple decision to open Festoon, a bevy of colorful choices for the stylish home and chic wardrobe.

Today Frey's dreams are unfathomable. She recently expanded her original space downtown and opened a second location in Manheim Township.

Friday night marks Frey's third First Friday in her expanded downtown digs. She'll welcome artist Tom Henman, who specializes in decorative painting and faux and custom finishes.

Henman helped create the store's soothing atmosphere by painting a ramp between the original and additional spaces and some of the walls and fixtures.

Festoon originally developed out of a love for flowers — and downtown Lancaster.

Everything in the store is quintessential Frey and harks back to her 18 years as owner of Kathy's Flower Werks, Marietta, and six years as home décor and design manager of Espenshade's Garden Center, Lititz.

After those experiences, Frey realized downtown Lancaster's potential.

She saw new retail stores successfully opening and understood the impact downtown revitalization — particularly the Penn Square convention center — would have on small business owners.

"I wanted to pursue another aspect of who I am," says Frey, 55.

Frey debuted the first Festoon in April 2004. In October 2006, she opened her second store at Brighton Village Shoppes, Lititz.

Seven months later, Frey quadrupled the downtown store's space from 630 to 2,100 square feet, adding valuable frontage on West King Street.

There are many things that make Festoon a success, Frey says — especially treating customers with respect and offering service not found at chain stores.

"Treat people like you want to be treated," she says. "The keeping prices reasonable turns inventory quickly, she says. "The product is always changing, and this brings customers back."

Offering products made in Lancaster County, as well as the United States, is very important, says Frey, who makes buying trips to New York City and Atlanta.

The store carries an array of merchandise, including silk flowers and plants; a variety of home décor accessories, such as candles and glassware; and women's clothing, sunglasses, jewelry and other accessories.

But men shouldn't feel left out.

An added waiting area includes several men's products, like the Archipelago personal care line, watches and bamboo fiber loungewear.

The store's calm interior, which customers call "zen-like," is grounded by a canvas often overlooked: the floor.

Local artist Mark Dordaw can take credit for that project, as well as the counter tops and pillars.

"It lends to the urban and natural look," Frey says. "It works well with the botanicals and with the textiles. It reflects who I am: upscale urban."

The crisp white walls also help, contrasting with the bright and colorful merchandise.

Customers often mingle and give each other fashion and decorating tips, creating a community shopping experience, Frey says.

She is tickled by the fruits of her labor and isn't shy about giving credit.

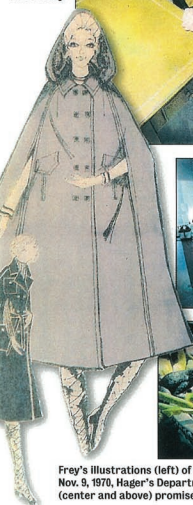
"It's all about God for me," Frey says. "This is a gift from God.

"This is absolutely my passion and dream come true."



With Festoon, in the Shops at Hager in downtown Lancaster owner Kathy Frey's dreams are fulfilled beyond her wildest expectations. "This is absolutely my passion and dream come true," she says.

Festoon welcomes texture artist Tom Henman this Friday.



Frey's illustrations (left) of all-the-page capes were featured in a Nov. 8, 1970, Hager's Department Store ad. Festoon's hip products (center and above) promise to soothe and create a stylish home.



#### FESTOON

**WHERE:**  
The Shops at Hager, 25 W. King St., Lancaster, 299-2232

**HOURS:**  
10 a.m. to 5 p.m. Tuesday through Thursday; 9 a.m. to 5 p.m. Friday and Saturday (open until 8 p.m. First Fridays)

**ANOTHER LOCATION:**  
Brighton Village Shoppes, 1183 Erie Quarry Road, Lititz, 560-6509

**HOURS:**  
10 a.m. to 5 p.m. Tuesday through Friday; 10 a.m. to 5 p.m. Saturday; noon to 5 p.m. Sunday

**First Friday Focus,** a new feature, appears the Thursday before the monthly downtown Lancaster event.

#### DON'T MISS



**THIS WEEKEND**  
Everything you need to know about weekend entertainment can be found in our guide, including:

- "Back to the Past" Block Party
- 45th Open Art Award Show
- Reinholds Country
- Lancaster Summerfest
- Silas

**ONLINE**  
A listing of First Friday events, receptions, galleries and open shops is at [lancasteronline.com](http://lancasteronline.com) or [lancasterarts.com](http://lancasterarts.com).