



## Three Ribbons Florist and Handcrafted Gifts opens in Springfield's Tower Square

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SPRINGFIELD — Three Ribbons Florist and Handcrafted Gifts in Springfield's **Tower Square** needs eye-catching displays that change frequently enough to draw the interest of passers-by.

"Think about it, the average consumer might go the Holyoke Mall just once every few weeks," said operations manager Mischa Epstein. "But people walk past here every day. I wave to the same people every day."

But it is the eternal problem for retailers in Tower Square: How best to capture business from workers who populate the building every weekday?

Epstein and business owner Will Therrien think they have it figured out. Therrien already owns **Almost Edible Gourmet Candles** in Indian Orchard. Three Ribbons opened in Tower Square earlier this year.

The store is hosting a grand opening celebration April 25 from noon to 6 p.m.

Three Ribbons Florist & Handcrafted Gifts occupies a space near Hot Table that has been used by a succession of florists in the past.

The difference, Epstein said, is that Three Ribbons focuses on locally made products. All but one supplier is in Massachusetts and all of the suppliers are in New England. Three Ribbons itself is a unit of Almost Edible Gourmet Candles in Indian Orchard. Epstein is an artist.

"So really everything is hand-picked by me," she said.

The shop carries goods from 30 different artists candles to bath products, jewelry and art suitable for hanging on the wall. The store also sells chocolate and other items.

"We gift wrap absolutely everything and do a lot of personalized jewelry," she said.

Between 10 and 25 percent of sales go to support causes such as breast cancer patients, domestic violence workers and homeless veterans.

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