

*One
year
ago,*

a wonderful thing happened in Hickory. Warehouse 2120, the brainchild of Debra and Scott Whitson and Pamela D. Lee, exploded its way, full steam ahead, into the community, and hasn't stopped yet. To commemorate what was an amazing year, there's going to be an all out celebration - *the Warehouse 2120 Mayday Birthday Bash, happening May 13-14.*

What started out as a way to share their love for the unique and interesting items they found while seeking out items for their homes on their excursions to estate sales, auctions and yard sales, quickly grew into a business as friends and family asked them to keep an eye out for items for them as well.

Debra knew that she wanted to open a small store to offer some of their unique finds and rescued home goods. Late 2009 Debra and Scott purchased the building on North Center Street in Hickory and asked Pamela to join them in running the store.

Debra laughs as she says, "When we started, we figured that the 3 of us would be able to staff the store and still have time to pick new items. Within the first month, we had to add people to our staff and today, we have 10 additional staff

All That and More at **WAREHOUSE 2120**

members. We started with 3,000 square feet of retail space in the upper area of the store and used the lower level for storage. We now have expanded our selling area to encompass both the upper and lower levels for a total of 6,000 square feet and have recently purchased an 8,500 square foot warehouse space."

But, the trio didn't slow their efforts from expanding further once they maxed out the four walls of their store. Late last year, they took their rescued items into Charlotte, setting up a space at the Metrolina Tradeshow Expo, providing their distinctive design talents and tastes to even more designers and people who relish individuality in their homes. Then, most recently, they set up displays in a third location, at Charlotte's Park Road location of BLACKLION®.

What makes Warehouse 2120 unique? The eclectic mix of old and new, plus the variety of offerings available - From original artwork by local area artists to large furniture pieces and rescued home goods, to antique collectibles that have been in a family for years, and handmade articles of clothing, this place has all that and more! They have truly evolved into a new rendition of an old general store. Partnering with other locally owned businesses, they make it easy for customers to purchase those special little delicacies that are not available through large national chain stores like sinfully delicious handmade chocolate candies, homemade breads and baked goods, organic soap and bath products, as well as McClure's Pickles, some of the finest pickles you'll ever eat!

The displays are ever-changing! When a piece of furniture is sold and moved out the door, Pamela and the staff head off to the storage area to select other pieces to fill the space and quickly restage the area. "There's a real sense of Community

1

year

Anniversary



being built here" says Pamela. "So many customers have become friends."

Be sure to check out "Freedom", the store's mascot – a real stuffed bison. For Debra, it was love at first site, and she knew that he was the perfect addition to their store. However, getting him there was an interesting feat. "Freedom" stopped traffic as Scott and some friends maneuvered him across 4 lanes of traffic to bring him in through the front door of his new home. The Warehouse 2120 team invited customers to help name him, bringing in over 200 entries. The name "Freedom" resonated with them and he's become a favorite of shoppers.

"We work really hard to bring in those truly special and unique items and services to our customers" commented Debra. "Who would have ever thought that when we first started this that we would have a full line of furniture made from old wooden fishing boats, or be selling bridal accessories and having customers ask to use our store as a place where they can have their wedding portraits made?"

Whoa, wait a minute – brides, boat furniture and a bison all in one store? You bet! What seems like a total mishmash of ideas really can come together quite harmoniously to create a beautiful patchwork experience. Debra explains, "We are not afraid to offer the things our customers want. In addition to the rescued home goods, we offer naturally made body and soul items (like soaps, lotions, and aromatherapy products), the vintage bridal products (such as antique brooch bouquets and hairpieces), our 'village market' goods (the candles, pickles, fresh flowers and breads), as well as new upholstery and artwork made right in this area."

Other companies are taking notice of the revolution happening at Warehouse 2120, partnering to take advantage of their unique and creative design talents. Hickory Park Furniture Galleries brought them in to revitalize its store at the Hickory Furniture Mart, and manufacturer Paladin Furniture utilizes their assistance with creating the perfect selling environment in their High Point showroom during the spring and fall markets.

The staff at Warehouse 2120 never stop, continually creating new ways to bring exciting and imaginative things to the community. The experience that started one short year ago strongly continues, spreading like ripples in a pond, growing



wider areas.

So, what do you do after a year like they have had? You celebrate, of course, and everyone is invited to the Mayday Birthday Bash, a fun-filled, two-day celebration happening on May 13 and 14. It's definitely going to be a time of revelry, promising a live auction and open house of their overflow warehouse space on 23rd Street NE in Hickory, just down the street from their main store. There will be live music, North Carolina style BBQ, a chance to meet area artists and craftsmen, and much more.

So, if you haven't yet experienced the magic of Warehouse 2120, or if it has been a while since you visited them, Debra, Scott, and Pamela invite you to come join in their celebration, their way of saying thank you. Hickory, for welcoming them into your neighborhood.

Mayday Birthday Bash

A fun-filled, two-day celebration **May 13 and 14**
 Live auction, live music, North Carolina style BBQ
 A chance to meet area artists and craftsmen, much more.
 Open house of overflow warehouse space on
 23rd Street NE in Hickory!

www.warehouse2120.com