

The  
San Luis Obispo  
COLLECTION

san luis obispo

# MERCHANT



SHOP THE SLO LIFE WITH THE SAN LUIS OBISPO COLLECTION: SALON LUX'S CHRISTINE THOMPSON  
• OPEN AIR FLOWERS • SLO ROCKED THE HOLIDAYS • OUT OF POCKET

## IN THIS ISSUE

VOLUME 2, ISSUE 1 • WINTER, 2014



## SLO WINTER

*The San Luis Obispo Collection brings together world class shopping, the city's finest restaurants, upscale retail, museums and theater, and sits adjacent to Mission San Luis Obispo de Tolosa. San Luis Obispo, named the Happiest City in America, is the cultural hub of the Central Coast, which embodies the California lifestyle and offers locals and visitors alike historic architecture, sweeping vineyards, pristine beaches, charming beach towns and mountain ranges, and is home to Cal Poly University. Now we introduce the SLO Merchant, our new community newsletter.*



## MEET SALON LUX / AVEDA OWNER CHRISTINE THOMPSON

*An ongoing commitment to training and education keeps Christine Thompson and the entire Salon Lux team on the cutting edge of style*

Christine Thompson started her career as a hairstylist in 1989. Coming from a family of business owners, she not only wanted to create beauty for people through hairstyling and makeup artistry, but also wanted to cultivate an environment that provided outstanding quality and service to her clients. Since opening the first location of **Salon Lux** at 1907 Broad Street, Christine has added a second location at 1040 Court Street and welcomed a new partner, Jon Reyman, former Artistic Director of Aveda Advanced Academy in New York. Christine and Jon are now expanding their joint brand, **Spoke & Weal**, to San Francisco and Los Angeles.

Salon Lux has always been dedicated to the art and science of hair offered by Aveda Professional Hair Care Systems. The salon's goal is to utilize the most up-to-date techniques in hair design. They do this by consistently partaking in classes and participating twice a year in New York's

*Mercedes Benz Fashion Week*. Here Jon and Christine often lead the way in encouraging their team to learn new methods and push their comfort zones. This ensures that Salon



Lux remains on the forefront of what's fresh and modern in hair. You'll see the team's work grace numerous runways throughout the

shows, all because Christine and Jon valiantly support the growth and expansion of their team's abilities. For locals and visitors to San Luis Obispo, Salon Lux's commitment to cutting-edge style ensures even more expert and visionary leadership for the Lux Academy programs offered at the salon. The Lux team prides themselves on their ability to offer clients affordable pricing, while having the opportunity to educate and inspire a new generation of Aveda stylists! Stay tuned, the best is yet to come.

### **Salon Lux Valentine's Day Promo**

*Luv the Skin You're In!*

*Let the bliss begin. For only \$85,\* you'll receive a 70-minute Pure Indulgence Facial, which includes an aromatherapy foot soak, customized skin care, Green Science Peel, and a delicious hand and foot massage followed by a prescription of the best products to take home for your skin! \**  
(\$110 value)

## VALENTINE'S DAY WITH OPEN AIR FLOWERS

The tradition of giving flowers at Valentine's Day is both ancient and alluring. Evidence of flower gifting—and even temples devoted to *Flora*, the goddess of flowers—date back to ancient Greece, Rome, Egypt and beyond. In the 1700's, Charles II of Sweden is said to have brought the Persian "language of flowers" to Europe, enabling lovers and friends to communicate their feelings by gifting carefully chosen floral colors and classes: red for love, white for purity, yellow for friendship (or jealousy!), Ivy for fidelity, Buttercups for ingratitude—and so on. By offering different combinations of flowers, a suitor could hold

a passionate conversation in secret, without arousing the suspicions of a beloved's watchful chaperone.

Today, though the language of flowers has been largely forgotten, the tradition of giving flowers to celebrate love remains. This Valentine's Day, head over to **Open Air Flowers** on Court Street in downtown San Luis Obispo and ask owners Vance and Leslie Weber for suggestions. The Weber's signature style and modern approach to floral design showcases their passion for premium fresh-cut blooms, interesting foliages, and the endless textures of nature.

This Valentine's season, to help you make sure your floral gift communicates what you really mean it to say, we offer just a few favorite translations from the flower dictionary that author Vanessa Diffenbaugh compiled when she was researching her novel *The Language of Flowers*:

*Indiscretion*: Almond blossoms; *Joy*: Cosmos; *Timid Hope*: Cyclamen; *Coquetry*: Day lily; *Protection*: Eucalyptus; *Submission*: Grass; *Mistrust*: Lavender; *Cruelty*: Nettles. [Learn more at randomhouse.com/rhpg/features/vanessa\\_diffenbaugh/flower-dictionary](http://randomhouse.com/rhpg/features/vanessa_diffenbaugh/flower-dictionary).



## SLO ROCKED THE HOLIDAYS THIS PAST SEASON

This past holiday season, The San Luis Obispo Collection kicked off their Rock the Holidays campaign on the Court Street terrace with local favorite Damon Castillo and the Civic Ballet. The 5-week entertainment series featured live music, theatre entertainment, and also collected toys and non-perishable food for the local NBC affiliate, KSBY-TV's, Season of Hope campaign.



3





## THE SAN LUIS OBISPO NEWSLETTER



### FOR LEASING INFORMATION CONTACT:

THERESE CRON

PHONE:

805.785.0511

EMAIL:

Therese@copelandproperties.com

WEB URL:

sanluisobispo-collection.com



### FASHION & HOME GOODS

Abercrombie & Fitch  
abercrombie.com

Banana Republic  
bananarepublic.com

Chico's  
chicos.com

Express  
express.com

GAP  
gap.com

Ian Saude Gallery  
iansaude.com

Moondoggies Surf Shop  
moondoggies.com

Pottery Barn  
potterybarn.com

Solstice Sunglass Boutique  
solsticesunglasses.com

Sunglass Hut  
sunglasshut.com

Urban Outfitters  
urbanoutfitters.com

Victoria's Secret  
victoriassecret.com

White House Black Market  
whitehouseblackmarket.com

### FOOD

Bali's Yogurt  
805-594-1172

Bull's Tavern  
facebook.com/bullstavernslo

Chinos Rock & Tacos  
chinorocks.com

California Pizza Kitchen  
cpk.com

Jamba Juice  
jambajuice.com

Palazzo Giuseppe  
palazzogiuseppe.com

Pizza Solo  
pizzasolo.com

Sal's Paradise  
slosals.com

SloCo Pasty Co.  
slocopastyco.com

Splash Cafe Seafood & Grill  
splashcafe.com

Starbucks  
starbucks.com

### SERVICES

Sephora  
sephora.com

Salon Lux-Aveda  
salonlux.com

### SPECIALTY

The Apple Store  
apple.com

Barnes and Noble  
barnesandnoble.com

Cal Poly Downtown  
calpoly.edu

The Movie Experience  
themovieexperience.com

Open Air Flowers  
openairflowersslo.com

Papyrus  
papyrusonline.com

Powell's Sweet Shoppe  
powellsss.com



## out of POCKET

## MARKETPLACES

*Man-about-town George Krauth dishes on the fashions, flavors, designs and décor he discovers as he travels the globe tracking trends as Creative Director and VP of Creative & Marketing at Jamestown, LP.*

One of the benefits of traveling a lot is that, with each place I visit, I fall in love with new brands and products that I encounter. In fact, I've been so inspired by certain collected goods that I brought some of the best to a new retail venture, Mixson Market in Charleston. Like Star Provisions in Atlanta and Chelsea Market in New York, Mixson Market is a hip spot to get quality meat, cheese, gourmet coffee, wine and made-to-order sandwiches. More than that, the market is a community gathering space, a place where people

can relax over a cup of coffee or shop for amazing housewares like wool blankets, Herschel Supply Co. backpacks, Falconware enameled plates from the UK, cookbooks, and vintage French bread boards.

In addition to uncovering high-quality product, I also relish the distinctive marketplace communities I find in both small and large towns. Dynamic community experiences like SLO's Thursday farmers' market have definitely

inspired Jamestown's placemaking. The music, the barbecue and other great street food, the seasonal decor, amazing produce, and one-of-a-kind artisanal goods create exactly the kind of local experience that makes a place unique. Learn more about Jamestown, owner of the The San Luis Obispo Collection, by exploring our other fine retail destinations, including Westside Provisions District, Warehouse Row, The Newbury Collection, and more.