

West Coast of Wisconsin: Fashion Central

13 charming fashionable shops to find the perfect something for that special person

The Great River Road is renowned for its stunning shops, galleries, and boutiques, especially along the stretch of three magical villages along Lake Pepin. From Maiden Rock to Stockholm then on to Pepin you will find a collection of 13 places filled with amazing fashion and accessories with beautiful items to lust after that make the perfect holiday gift for someone special.

In the 'big town' of Pepin, the largest of the three villages, you will find a select collection of shops that do fashion beautifully.

1. **Tin Roof Boutique:** Stroll thru the charming boutique and find beautiful collections of Lake Pepin and cabin themed clothing along with stunning bags and delightful jewelry. Always new and exciting things to discover in the shop! Check out <https://www.facebook.com/tinroofpepin>. 202 3rd Street, Pepin, WI



2. **Harbor Hill General Store:** Explore an eclectic mix of charm and elegance in Harbor Hill. Delightful finds await – clothing, Pepin gear, hats and delightful accessories await. 309 3rd Street, Pepin Wi. <https://www.facebook.com/pepinwisconsin>.



3. **BNOX:** BNOX has been an institution along the Great River since 1993. Their passion for exceptional artisan jewelry is inspired by the majestic bluffs outlaying the expanse of Lake Pepin. BNOX is no longer open on a regular basis but has become a wonderful "occasional" shop. Follow them on Facebook or give them a call to find out schedules. Check out <https://www.facebook.com/bnoxstudio>. For contact information and up to date schedules.



The next village you will find when you travel upriver is Stockholm. Stockholm is a jewel of a tiny village. With under 80 permanent residents, many are shocked to find the amazing collection of world class shops, galleries, boutiques, and eateries in the quaint village. Many of the shops have breathtaking collections of fashion, jewelry, and accessories.

4. **StockHome:** The high fashion Hygge inspired gallery is home to numerous jewelry artists. The center piece of their collection is work from Stockholm's own Lucy Elliott, a fixture in Stockholm for decades. Tasteful assemblages, beautiful stones and quality craftsmanship is her trademark. You will also discover extraordinary works in silk from Heartfelt Silks. Surround yourself with comfort and artisanship. N2030 Spring St. Stockholm WI. 715-442-2266. Find them on Facebook at <https://www.facebook.com/StockHomeWI>.



5. **Sandy's Clothing and Art:** The renowned clothing and art boutique is like nothing else you have discovered. Sandy personally selects all of the beautiful elements that create stunning, livable, and artistic collections of fashion and accessories that you will love. Sandy's Clothing and Art supports artists, ethical companies, and sustainable practices. By shopping here, you have an opportunity to make a positive impact! W12098 Hwy 35, Stockholm WI 715-533-0159. www.sandysclothingandart.com.



6. **Iris & Oak:** New to the scene this year, is a breathtaking boutique featuring a beautiful assortment of clothing, jewelry and accessories. One of the great highlights in the boutique is home to the famous Mississippi River Pearl Jewelry. One of kind work. You will also find delightful clothing, bags and more! W112117 Hwy 35, Stockholm WI. (715) 495-9121. <https://www.facebook.com/Irisandoakstockholm>.



7. **Felt Good:** Another new addition to the village this year, Felt Good is an artisan crafted clothing line and shop with clothing you can trust. They have an eclectic mix of clothing, hats, and accessories. Many one-of-a-kind pieces in the mix of unique and beautiful work. Much of what you will discover are pieces crafted on site by the owner/artist. Also featuring dyed wool for felting and spinning. N2020 Spring Street, Stockholm WI. Learn more at <https://www.facebook.com/feltgoodstore>.



8. **Indigo Swan:** INDIGO SWAN JEWELRY & FINE ART: Indigo Swan carefully curates a world-wide selection of hand-crafted art from both award-winning and novice artists in the disciplines of jewelry. Come take a look around... you'll find a collection of jewelry from all corners of the globe as Ann Mooney Design jewelry is joined by other jewelers and artisans to showcase a broad range of both casual and fine jewelry. Learn more at <https://www.indigoswangallery.com>. N2051 Spring St, Stockholm, WI 54769



9. **SCANDIHOO:** Blending traditional craft with a fresh, modern aesthetic that embraces Scandinavian style and creativity Scandihoo brings to life an almost fantasy like store to the scene this year. Located in the venerable stone building that for many years housed Ingebretsen's Stockholm location, the new shop melds some of the classics that were so loved with fresh, new and truly exciting pieces from across Scandinavia and many places in Europe. Make sure to check out the amazing selection of clogs and fine accessories. <https://www.scandihoo.com>. W12902 State Hwy 35, Stockholm, WI 54769.



10. **HUGGA BUGGA:** Hugga Bugga features original handcrafted items from local artisans and a large assortment of luxury yarns. Enjoy their friendly & welcoming staff, many of whom are the artists themselves, during your shopping adventure. Experience a beautifully scented goat's milk lotion or try on an exquisite, hand-knitted wrap or cowl. Find the perfect gift of a one-of-a-kind sweater or whimsical hat for a new baby or take home the yarn and materials to create your own fashion! Check them out at <https://yhst-2695832-1.stores.yahoo.net>. W12103 State Highway 35 Stockholm, WI.



11. **Savvy:** SAVVY is current with style trends and choices in clothing and jewelry. Home to many extraordinary clothing and accessory lines. Great values and great style! N2055 Spring St. Stockholm WI. <https://www.facebook.com/savvy.wi>.



Wander on up the Great River Road for our last stop on our fashion tour, just 6 miles to Maiden Rock. A true river town the charming village hugs the shores of Lake Pepin.

12. **CULTURAL CLOTH:** Explore an ever-changing inventory of one-of-a-kind distinctive handmade home textiles, décor items and accessories that they have collected on their far-flung travels. They represent the work of artisans from around the world who weave, quilt, embroider, stitch, knot, hook, bead, print and dye handmade goods, jewelry and accessories. You will love the pieces that you can use every day that remind you of the talent, patience and skill of women everywhere. Feel the culture of the artisans. They know the artisans, mostly

women, who make the pieces and currently offer items from more than 30 countries. They are open in the spring/summer/fall in the beautiful village of Maiden Rock WI. More info at <https://culturalcloth.com>. W3560 State Hwy 35, Great River Rd. P.O. Box 71 Maiden Rock, WI 54750



- NEST GALLERY:** The Nest Gallery can be found on the corner of Hwy 35 and County Road S in downtown Maiden Rock, just upriver from Stockholm. Their mission is to celebrate local and regional artisans and craftspeople by providing a "perch" to show and sell their work. They know that by supporting these artists, they can help strengthen community by building relationships, creating culture, and by incorporating art into everyday life. Discover the beautiful jewelry and fiber art in this charming gallery. Learn more at <https://www.facebook.com/thenestmaidenrock>. W3542 Hwy 35, Maiden Rock, WI

