



BUSINESS PROFILE

PHOTOGRAPHED BY KELLI TINDALL
VENICE GULF COAST LIVING MAGAZINE

Just as a fragrant bed of flowers invites you to stop and fully appreciate its beauty, the allure of Lisa's Classic Rose beckons you to step inside and explore a fresh, colorful world of fashion. Take a closer look, and you'll discover an eclectic boutique that features an alluring selection of comfortable, casual clothing and artfully arranged accessories that are ideal for the Florida lifestyle.

Owner Lisa Vander Wall, who originally hails from Michigan, has made her home in the Sunshine State for over 30 years. In 2005, she decided to pursue her love of fashion by opening Lisa's Classic Rose, which is located on the Island in a thriving, vibrant area of Venice Avenue. More than 17 years later, her venture continues to thrive, attracting customers who are drawn to the irresistible combination of high-quality merchandise and affordable prices. "I come from a family of bargain hunters," Lisa shares, "so I love the thrill of finding a good deal on great products, especially since I can pass the savings onto my customers."

Lisa's Classic Rose dazzles with a fashionable selection of colors, prints, and coordinates ideal for gallivanting locally or traveling around the world. "Our clothing is perfect for seasonal and year-round residents," says Lisa, "as well as those shopping for vacations and tropical weddings." Among some of the popular items is Lulu-B, clothing that is flattering, casual, and perfect for an active, exciting lifestyle. "This brand is all about looking great and feeling comfortable at the same time," says Lisa. "We also offer UPF 50 clothing from Lulu-B that will protect your skin from the rays of the intense Florida sun and is wrinkle-free and great for travel." Another fashionable line is Jams World, a popular Hawaiian clothier that originated in 1964 and has become a leader in beach and resort apparel. "All of these lines vary in lengths to fit anyone from petite to tall; sizes range from 0 to 16, and extra small to 1X," reveals Lisa.

Passionate about clothes, Lisa confesses, "I've always loved shopping!" She exclaims, "My favorite thing is to put together a complete outfit for a customer based on her personality, likes, desires, and body type." Lisa assures every customer that she and her staff always provide personalized service and "constant attention to every detail."

In addition to fabulous clothing, you can also find a wide selection of accessories, including jewelry, handbags, and Simply Southern T-shirts. With so many choices, completing your ensemble has never been easier!

Her store has been successful since it opened its doors, a fact that Lisa attributes to her faithful customers. She says, "I am thankful for how they have continued to support my business and to spread the word to their families and friends."

"I welcome you to stop in today," invites Lisa, "and allow my staff and me to assist you in creating the perfect look, just for you!"

For more information about this advertorial, call 941.488.7788, log on to LisasClassicRose.com, or visit the [Lisa's Classic Rose Facebook page](#). Located at 303-B Venice Avenue West on Venice Island, Lisa's Classic Rose is open 10 a.m. to 6 p.m. Monday through Saturday, and noon to 4 p.m. Sunday (November–April).

