

Eden's Bouquet seeks to expand ethically-minded inventory

By **LUKE WHITTAKER**

Coast River Business Journal

LONG BEACH — Jennifer Stenersen was bracing for the worst when she opened her clothing store in Long Beach last spring.

Nearly a year later, Stenersen, 47, is expanding her ethically-minded inventory and extending her lease.

"It's going way better than expected. I just renewed my lease for four years," said Stenersen, standing in the aisle of Eden's Bouquet.

"I think I expected the worst because everyone kept telling me it takes three years."

International impact

Among the biggest surprises has been what's sold and who's been buying it.

"I was surprised the that high-end things sold so well. I had fewer of the luxury items because I didn't think they were going to sell and they actually sell well," Stenersen said.

"Another surprise was the diversity that walks in the door. Lots of international people come in, people from Sweden, Japan, Australia — everywhere," Stenersen said.

Overall, the children's clothing accounts for 75% of sales, but it could change as inventory is added.

Home décor items didn't sell well initially, so the space was phased into women's apparel.

"I had so many requests that I decided to expand the women's collection," Stenersen said.

"The women's stuff sells really well and I'm planning to add more."

Stenersen is particularly focused on adding more ethically-minded inventory from Southeast Asia.

"We started two sewing schools, one in India and one in Pakistan for women that are rescued out of the sex trade in hopes of teaching them a new skill and providing a living wage," Stenersen said.

"Proceeds from each sale support this vision as well as help provide free education for children in poverty."

Eden's Bouquet

Jennifer Stenersen, owner
101 Pacific Ave. S, Long Beach
360-777-3023



LUKE WHITTAKER

Eden's Bouquet owner Jennifer Stenersen is expanding her ethically-minded inventory of women's and children's clothing. "It's going way better than expected," she said.



LUKE WHITTAKER

Children's clothing accounts for 75% of sales at Eden's Bouquet.



LUKE WHITTAKER

Eden's Bouquet carries an extensive line of girls and women's clothing.