



PHOTO BY ALEX V. CIPOLLE

GILT & GOSSAMER IS NOW
OPEN AT 1274 W. 7TH AVE.

A GILDED ARRIVAL

New boutique Gilt & Gossamer opens downtown

With an exposed red brick wall, weathered wood accents and a general rustic-bohemian flavor, the newly opened Gilt & Gossamer doesn't show any signs of its former life as a Rapid Refill ink store at 1274 W. 7th Ave. Sprinkle in some nubby sweaters, flirty party dresses and chic house décor, and the shop joins what's becoming somewhat of a boutique mecca downtown.

"I just like being part of a renaissance," says Gilt & Gossamer co-owner Melissa Achtien. "I think that's what's happening." An accountant and Indianapolis transplant, Achtien moved to Eugene about a year ago for her husband Chris Achtien's new position as the executive director of the Willamette Valley Cancer Institute.

"We love coming downtown," Achtien says. "We love the Saturday Market. We come and eat down here; we go to movies."

Achtien knew she wanted to get involved in the downtown revitalization but wasn't sure how. Her longtime friend from Indianapolis, Sheila Jesionowski, flew out for a visit. After spending time downtown, Jesionowski — who has opened boutiques in other college towns (Colette in West Lafayette, Indiana, and in Tucson, Arizona) and runs giltandgossamer.com — said that the city center was perfect for another apparel

shop. Achtien and Jesionowski became partners in the venture and signed a lease for the space on Oct. 31.

"The merchants around here have just welcomed us like crazy," says Achtien, pointing out the encouragement they received from next-door neighbor and fellow apparel and housewares boutique Heritage Dry Goods as well as from Belly, The Barn Light, Passionflower and Cone Ball Antiques. In fact, Cone Ball Antiques is lending them furniture to display goods.

But Achtien says she is wary of opening so close to similar stores. "We don't want to be bad neighbors," she says, noting that she canceled an order of candles after seeing that Passionflower already carries them.

Gilt & Gossamer's main focus is on women's clothing and accessories.

"The target demographic is anywhere from 20 to, honestly, I wear some of the clothes out of there and I'm 51," Jesionowski

says. She says Gilt & Gossamer carries national brands like Free People, Fidelity Denim and Skies Are Blue but "we are very open to local merchandise." She adds, "Eventually we definitely want to add more Pacific Northwest brands and local artists."

Gilt & Gossamer will expand to carry menswear when the spring lines become available as well as baby, pet and wedding products. ■

***The shop joins
what's becoming
somewhat of a
boutique mecca
downtown.***



ANIMAL HEALTH ASSOCIATES

Now Offering Acupuncture!

2835 Willamette St.
541-345-1544
www.animalhealthassociates.org

Sheila Johnson, DVM
Judy Schroeder, DVM

Local, Independent Veterinary Care since 1947



HEAR YE,
HEAR YE !!

LEGAL NOTICES

Place your legal notices
in the *Eugene Weekly!*

FAST, EFFICIENT SERVICE

call: 541.484.0519
email: legals@eugeneweekly.com
fax: 541.484.4044

Eugene Weekly qualifies for posting legal ads

Handmade
Jewelry



Harlequin

BEADS ♦ JEWELRY

— Since 1984 —

Unbelievable Beads



1027 Willamette
(541) 683-5903

Downtown Eugene • harlequinbeads.com



EMERALD VALLEY WEATHERIZATION

- Go Ductless and go to your comfy place
- Save Energy & Money
- Install a ductless heating and cooling system and save 25% to 50% on your electric heating bill

\$100⁰⁰ OFF

Ductless Heat Pump Installation
or
6 or More Windows

Some restrictions apply.
Expires March 31, 2015

148 14th St. • Springfield • 541-726-1027 CCB#105404

2004 • 2005 • 2006 • 2007 • 2008 • 2009 • 2010 • 2011 • 2012 • 2013 • 2014

BEST HANGOVER BREAKFAST
11 STRAIGHT YEARS!

BREAKFAST ALL DAY
1689 Willamette | 541-343-1542
7am - 3pm Everyday

featuring *Tailored.* COFFEE ROASTERS



Brails
RESTAURANT & ESPRESSO

see our full menu online: brailseugene.com

 