

# I am Local

## Sarah's Flower & Gift Shop



The Business Spotlight for this month will focus on Sarah's Flower and Gift Shop.

Shaun and Kristi White along with their children Lilly, Kamryn, Axel and Michael, are celebrating their fourth anniversary as the owners of Sarah's Flower and Gift Shop.

Sarah Herndon White originally started Sarah's Flower in 1961 and operated out of her house. The store was later built in 1966 and opened on Mother's Day. She is the mother of Amogene White Mathews and Burton White. Burton is the father of Pat White, and owner Shaun (Kristi) White is the son of Pat.

Stories that were shared told of how back then (in the 60s) you would wear a corsage; red if your mother was alive and white if she had passed. There was a line out the door wanting them! They cost \$2.50 - \$3.50 in 1966. During Valentine's, the shop would sell roughly 3,000 roses, but after a large retail store settled in Baxley, those sales dropped to roughly 2,000 roses sold per year.

In 2003 the store switched hands to the late Timothy Courson and his, wife Suzanne, when it was purchased from Sarah's daughter, Amogene Mathews. It was during this time the boutique was added to the store.

In 2023, Shaun and Kristi purchased the shop from Su-

zanne and is currently celebrating their fourth anniversary.

While the business is family owned and operated, Kamryn sees to most of the day-to-day sales and operations. She worked six months in the shop while Suzanne still owned it but had to leave when high school activities took most of her time. After a few years, Kamryn received a call from her dad where he said, "well, I bought a flower shop."

Kamryn admitted she didn't like it in the beginning but she has grown to love what she does and as recent as February became Head Florist. She also said the shop has begun to do onsite wedding (decoration only) events, emphasizing they decorate and leave.

All family members have a regular job, Kristi and Lilly both work for the United States Postal Service while Michael and Axel work for Shaun at Shaun White Concrete. The family really pulls together and take on helpful roles when the holidays come around and they are off. "Axel and Michael, Axel will deliver if we need it but he prefers not to. If I need any help with maintenance, they come when I call them," Kamryn said.

She mentioned some of the new men's apparel brands they now have in stock, such as, Bull & Briar and Southern Strut.

She also shared a new brand apparel called Auti Love, which is a brand that helps to bring awareness and opportunity for children with special abilities. Auti Love donates 10% of every sale to fund scholarships, therapy programs, and job opportunities for children with special abilities.

When asked if she had any advice for someone who may be considering opening their own business, Kamryn replied, "It's a lot. Go all in, 100%. You will work your business even when your not at work."



*Sarah's*  
Flower & Gift Shop

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