



WADE

Wade brings interior design to Martin

By **EMILY ANDERSON**
Special to The Press

Claire Wade grew up in Martin, attending the University of Tennessee at Martin.

She knew that she was interested in interior design at a young age, so after graduation she obtained an internship in Memphis that led to a full-time job in the field. Wade immersed herself in this job, eager to use her degree, and learning as much about the interior design profession and being an entrepreneur as possible.

When she was younger she had worked in locally-owned businesses. Because of all those experiences, she returned to Martin, equipped with the knowledge about managing and owning a developing business. After working three years out of her home, Wade decided to repurpose one of Martin's historic downtown properties at 202 Main St. It is hard to believe it used to be a gas station.

In its infancy, the store

was simply a meeting place. Through the years, the merchandise and purpose has evolved. While it began and continues to offer furnishings for the home, Wade has also expanded into upscale gifts and personal accessories like apparel, jewelry and bags. This evolution was designed to fit the needs of her customers and for the growth of the business. "Listening to my customers has been the best decision I've made in growing and changing my business."

Wade's mission is to accessorize the home and the person. To keep with the "whole person" concept, the shop now offers a new brand of makeup and skin care. Elements of interior design find expression in these new products. "Makeup is like a color story, changing from person to person," she explains.

Not only does she give back to the community through her business, but also as a volunteer and community leader. She is a

member of Martin Business Association and is heavily involved with the UT Alumni System. She is honored to be the appointed chair of the University of Tennessee Alumni Association Women's Council this year. She is also involved with Town and Gown, whose purpose is to bring together UTM administration with local business partners.

Having begun this journey 20 years ago, Wade feels lucky to have a business with roots in a town she's always loved, sharing her passion of design and bringing merchandise together under one roof for her customers.

"I sell things I love. I spend a lot of time seeking the right items for all aspects of my business. I cannot help but be excited to share with my customers," Wade explains.

Because of her personal touch in all aspects of the business, there is something for everyone in her store, Claire & Schuster.

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