

photo courtesy of Carlsbad Village Association

Small Business Saturday

Shopping small makes a big impact for Village store owners.

Written by **Nadia Razzaq**

In Carlsbad Village, business is always personal. Carlsbad is home to mom-and-pop shops that nurture the city's eclectic culture and character. On Saturday, November 28, the Carlsbad Village Association (CVA) will host its busiest day of the year, Small Business Saturday, encouraging people to shop local and support those who make Carlsbad remarkable.

For Christine Davis, shopping local has always been "a way of life." This will be Davis's 11th year leading this annual event as the CVA's executive director, and she is determined to make it memorable. There will be opportunities throughout the day to win more than $2,000 in gift cards for shops and restaurants in the Village. The Village Scavenger Hunt also returns this year, making it easy to explore downtown and enter the grand prize drawing. The intentionality behind every product sold by small businesses is what she hopes shoppers can witness firsthand. While each business has its own unique story, conversations with a few who are participating reveal a common thread: a desire to give back this holiday season.



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It is often said that the best way into one's heart is through the stomach. Zac Markham, the owner of **Humble Olive Oils**, is proud to share unique tastes from around the world with the community he loves. Every November, his shelves are fully stocked with holiday gift sets and the freshest olive oils from the fall harvest, serendipitously in alignment with Small Business Saturday. Markham wants to show his appreciation for those who make it a point to shop locally by offering an exclusive gift with every purchase. The possibilities are endless at Humble Olive Oils, with infused oils and aromatic seasonings lining every shelf. For recommendations, Markham is the expert, typically gravitating toward a classic extra virgin olive oil himself and noting Tuscan Herb as a customer favorite.

Eating well is one way to feel your best, but finding your signature look can be just as rewarding. Gazelle Parsa, owner and operator of **Gazelle Fashion & Style**, has over 2,000 unique pieces to choose from, each of which she personally selects. Her philosophy is simple: Dress beautifully but don't break the bank. This year, she invites everyone to enjoy a drink and a VIP shopping experience. Parsa believes everyone deserves to look and feel their best. What Parsa considers "priceless" is helping women leave her store with newfound confidence.

Teressa Laeske brings that same mindset to designing her jewelry lines at **Teressa Lane Jewelry**. Tucked along State Street, the woman-owned boutique is where meaningful jewelry and workshops meet coastal aesthetics, bringing "a really happy, magical feeling" to anyone who visits. The store will offer a 25% discount on an array of creations made of fine silver, glittering gold and vibrant beads. The highlight, however, will be the debut of the store's newest customizable collection, which Laeske describes as "a collaborative creation from all the girls in the store," infusing one-of-a-kind pieces with personal stories.

While so many deals are affordable, a vacation to Hawaii may not be in the budget. Luckily, **Ohana Creations** makes it easy to feel like you're on island time with timeless floral arrangements, leis and hakus, all delivered locally. Co-owner Stephanie Piccirillo loves showing up for the community. Whether it be for graduations or celebrations of life, each lei strung and each arrangement made is done with great care. This year, the store invites shoppers to enjoy 10% off select items. A variety of gifts and goods can be found in abundance, including but not limited to fine jewelry, flowers, coffee, lotions, candles, Hawaiian shirts and children's books. If you're in search of "a little bit of the islands," then Ohana Creations is a dream destination right around the corner.

After a taste of the island life, discover a new talent at **Carlsbad Village Music**, where everyone is welcome. The music shop and school has taught people between ages 6 months and 94 years old to take up a new instrument, aligning with its core philosophy: It's never too late to learn. Owner Janine Thomas and her team plan on transforming the store into a venue for "good vibes," where guests can delight in live music, shop sales from 10% to 50% off and enter a giveaway to win a guitar. But if you're looking for just one reason to stop in, it's Rizzo: the store's very own sweet pug and mascot. "This is a happy place to walk in the door," Thomas says.

That same joy can be found at **Handled Pottery Studio**, a haven where people from all walks of life can come together and create. Owner and founder Micah Hernandez will celebrate those who make the space invaluable with a sale on mugs, bowls, vases and sculptures created by community members. Small Business Saturday is a reminder that shopping locally means investing in the passionate people we know as friends and neighbors. As Hernandez puts it: "You are contributing to the survival of creative spaces like ours. Studios aren't just places where things are sold; they are places where people learn, gather, teach and connect."

Save the Date

Celebrate Small Business Saturday, November 28, from 11 a.m. to 4 p.m. Find event details at carlsbad-village.com/events/small-business-saturday.



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a) Humble Olive Oils owner Zac Markham shares his seasonal picks (photo by Nadia Razzaq). **b)** Shoppers browse the racks at Gazelle Fashion & Style (photo courtesy of Kandee Brown). **c)** Teressa Laeske, owner of Teressa Lane Jewelry, arranges a display (photo by Nadia Razzaq).

d) Ohana Creations delivers exotic floral arrangements locally (photo by Nadia Razzaq). **e)** Guitar technician Jared Bliss strums at Carlsbad Village Music (photo by Nadia Razzaq). **f)** The lid of an olla de barro created by Handled Pottery Studio owner Micah Hernandez (photo courtesy of Georgia Flynn).