

# snapshot

BellaDonna Florist EDEN PRAIRIE, MINNESOTA



**EYE-CATCHING STOREFRONT** When it comes to designing the doorstep outside BellaDonna, Cannon Trembl says that she puts containers in the customers' way, urging them to stop and shop even before entering. She places weather-resistant, colorful pots with just a few blooming plants and leaves off the price tag, a decision that requires customers to stop in and ask questions.



**HOMEGROWN HEROES** Cannon Trembl says that she works to "entice her customers to purchase" her local and sustainably produced merchandise, including local honey. Visitors are often interested in the story behind the product.

## STYLED WITH INTENTION

> When Regina Cannon Trembl moved BellaDonna Florist in Eden Prairie, Minnesota, three years ago, she had plans to merchandize the new location with more intention. Previously, the shop was slightly “haphazard” in terms of display design. She wanted to have more control. At the new venue, she sets up sections grouped thematically: a “food table” features local goods (honey, cookbooks) and a “man table” has gifts geared toward the fellas (tools, grooming products). To keep her shop fresh and efficient, she constantly moves merchandise and furniture around. Flexibility, she said, is key. For Valentine’s Day, she even moved the cash register to discourage customers from venturing into the back production room, a shift that kept visitors up front, happily shopping while her team buzzed in the back. 🌸

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**WAIT AND SEE** Cannon Trembl and her staff let walk-in customers browse for a bit before checking in. Employees at BellaDonna pride themselves on their ability to develop lasting relationships with clients, but only after they see a visitor stopping, smelling and lingering around a product do they decide to interject, sharing a story about the product they picked up.

