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American Express Picks P Street Stores for Main Street Makeover

BY DANA FARRIOR | NOVEMBER 17TH, 2014 | SHARE



Photo courtesy American Express

Interior designer Sheila Bridges will design and execute the makeover for selected P Street stores.

There's no denying the historic appeal of Georgetown and its charming small businesses, such as those on P Street. In fact, the village and stores on the 3200 block of P Street have caught the attention of American Express for its annual Small Business Saturday promotions.

As Small Business Saturday celebrates its fifth anniversary, American Express chose Washington, D.C., along with four other cities to celebrate the businesses that keep these neighborhoods thriving.

On Nov. 29, for the first time, the American Express Main Street Makeover initiative will pair "Main Streets" with a professional designer who will re-do and decorate the door and window fronts of small businesses in time for the holidays and Christmastime.

Interior designer Sheila Bridges will design and execute the makeover for P Street where she will emphasize the following business: Anthony's Tuxedos & Wedding Creations (3237 P St., NW), upscale consignment boutique Ella-Rue (3231 P St., NW), contemporary art gallery P Street Gallerie (3235 P St., NW), specialty store Just Paper & Tea (3232 P St., NW) and children's clothing boutique Little Birdies (3236 P St., NW).

"I chose P Street in Georgetown not only because of its obvious historic charm (It is a beautiful tree lined street with cobblestones, trolley tracks and brick sidewalks) but also because of the sense of community that seems to exist amongst all of the small, independent retailers who have businesses on that block," said Sheila.

"I loved that there were storeowners who had been there for 30 plus years and others who had only been there for a few months. Everyone seemed supportive of one another," Bridges add.

Bridges traveled to Georgetown last week to talk with business owners and to get a better understanding of her canvas. Once she was able to see her vision, she talked to shop owners and began her planning.

"We were just flattered to even be chosen," said Krista Johnson, owner of Ella-Rue. "So, I think most of us just let Sheila do her thing."

Bridges went with a reindeer theme for all five stores, each varying in style. For Little Birdies, the children's clothing boutique, the reindeers will have more of a whimsical feel, contrasting with Ella-Rue and Anthony's Tuxedos which will have a more mature look.

In recognition of the holidays and Small Business Saturday, most of the shops will offer holiday-themed merchandise and discounts. Ella-Rue is taking 10 percent off all American Express purchases. With refreshed storefronts and window displays, American Express and retailers hope to attract consumers to shop at these local businesses this holiday season. Also, if customers register their American Express card on its website, they become eligible for its "Spend \$10, Receive \$10" sweepstakes. Spend \$10 or more on Nov. 29, and receive a statement credit for each qualifying transaction within 90 days thereafter.

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