

# Business

## BUSINESS NOTES

### 'Beloved' bookstore gets online shout-out



Jane Fetterly

The **Palm Beach Book Store** was named the area's "beloved bookstore" in a recent article on Livability.com.

The article rated West Palm Beach as No. 80 in the Top 100 places to live. It praised the bookstore, which has been open since 1989.

"Beloved Bookstore: The Palm Beach Bookstore is a delightful spot primarily focused on interior design, architecture and coffee table books."

Founded by **Candace Cohen**, the store is located at 215 Royal Poinciana Way. For more information, call 659-6700 or visit [thepalmbeach-bookstore.com](http://thepalmbeach-bookstore.com).

**New Mandel leader:** The Mandel JCC of the Palm Beaches has named **Jesse Rosen** as president and chief executive officer. He previously served as chief operating officer of the Milwaukee JCC, where he had a track record of implementing strategies for membership growth. While there, he served as director of the JCC Maccabi Games, an

Olympics-style summer sports festival. In 2017, Rosen was chosen a fellow of the Mandel Foundation Executive Leadership Program. The Mandel JCC has locations at 5221 Hood Road, Palm Beach Gardens, and 8500 Jog Road, Boynton Beach. For more information, visit [www.JCCOnline.com](http://www.JCCOnline.com).

**Carbonell Awards:** **Gary Schweikhart**, president of the PR-BS public relations firm, has been named vice president of the board of directors of the Carbonell Awards, a nonprofit organization that honors theatrical performance in South Florida. He serves as chairman of the executive and governance committees. **Linda Birdsey**, director of marketing and public relations for the Kravis Center for Performing Arts, is a member of the board of directors for the 2019-20 season. Visit [www.carbonellawards.org](http://www.carbonellawards.org) for more information.

**GreenMarket:** Opening day is Saturday at the West Palm Beach downtown waterfront, 100 Clematis St. Hours are 9 a.m. to 1 p.m. Vendors will offer an array of items. This marks the 25th season of the outdoor market, which is friendly to dogs on leashes.

## Sisters market 'destination' brand

Taylor Swift's OK helped lift Libby and Kendall Glazer into opening shops

By **Adriana Delgado**  
Daily News Staff Writer

For Instagram influencer siblings Kendall and Libby Glazer, opening a store at Royal Poinciana Plaza that housed their customized accessories- and-lifestyle brand was the ultimate achievement.

Palm Beach natives Kendall, 27, and Libby, 25, began their business, Stoney Clover Lane, when they were 17 and 15, making bracelets sitting on their bedroom floor and later on the floor of their dorm at Tulane University.

The sisters always had a flair for fashion and accessories, which resonated strongly with their large following on social media. But it wasn't until they met singer and songwriter Taylor Swift at one of her concerts that the brand really took off.

"We gave her one of our bracelets and she wore it in a photo shoot," Kendall said. "From that point on, we started gaining an even larger social media following."

She and Libby realized fairly quickly that if a celebrity such as Swift was wearing and liking their accessories, other people would probably want to buy them.

They started expanding their selection of accessories, soon evolving into customizable patches that could be sewn on handbags or travel bags.

It wasn't long before



Libby, left, and Kendall Glazer own Stoney Clover Lane in the Royal Poinciana Plaza. (MEGHAN MCCARTHY/)

orders started pouring in from their social media followers and their online store.

The idea, according to Kendall, was to give clients everything they could want in one place.

"We do a whole variety of product offerings, and everything we make can be customized. We started using our patches on our website as a tool of customization, so they could be applied onto our bags," Kendall said.

This service is now at both the Royal Poinciana location and their store in East Hampton, N.Y., which they opened in May.

They said that they still can't believe they opened a second location so soon after opening the store in Palm Beach.

"When we opened this store, we said that we never wanted to hear the words 'new store' again at least for a year," Kendall said, laughing. "Six months later, we were opening the second one."

The difference between the Palm Beach store and the East Hampton location is that the latter is only open seasonally.

"Whether we were selling drawings that we made or even button earrings at one point, we always wanted to be involved in making something creative," Kendall said. "This is all we've ever done, even in college or when we were traveling to L.A. or New York or Beverly Hills."

Opening a store in Palm Beach, made "total sense" for both sisters.

"Even though we live in New York, we spend a ton of time here because we have family and friends here," Kendall said. "Palm Beach is an extension of our lives and that's why we opened the store here instead of in New York."

The Royal Poinciana store opened its doors almost a year ago, and Kendall says the success exceeded expectations.

"If you're here during season, there's times you can't even walk into the store," Kendall said. "We have people drive from Orlando, Miami and anywhere in between just to come to our store. It's incredible."

Both sisters keep a sharp eye on the store serving as

co-chief executive officers and co-creative directors, while also curating third-party products that are sold at the store.

"We like being in the store as much as possible so people can put a face to the name, especially those who follow us on social media," Kendall said.

"There probably wasn't a single weekend that we were in the Hamptons that we weren't at our store. During season last year, we were here every day. I was hand-delivering packages to The Breakers, bringing people's orders over. It's been really cool to get to really know our customers."

They're continuously adding new accessories.

"We're launching a line of destination patches that include our favorite Palm Beach locations, like The Breakers, The Colony, Pizza al Fresco and the Flagler Museum," Libby Glazer said. "These are some of our favorite places that we loved growing up here."

What the sisters label the "guest experience" is an essential aspect of their business model. They want guests to feel like a celebrity when they walk through the doors, whether they buy something or not.

"We do things with intention behind it, and we realize that it may not be the way other people do business. But we've always followed our instinct, and it hasn't let us down yet," Kendall Glazer said.

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