



June 18, 2020

It's with a sad heart that today I'm announcing that after five years Bailey & James will be closing our store location effective July 1, 2020. Bailey & James isn't going anywhere, but our physical space will be closing.

As many of you know, COVID -19 has had a huge impact on small business, but especially the wedding industry. When we took on our new location (7170 Headly St. SE, Ada) a year ago, we did so with the intention of making floral and design services our main focus while still offering a variety of wonderful products for our clients to shop.

Prior to COVID - 19, the current location was already experiencing slow retail foot traffic. During the pandemic, retail grew more challenging. We also rely heavily on the revenue generated by our floral and design services. Now that so many of our wedding couples have been given no option but to reschedule, cancel, reduce budgets and some are still waiting to hear if their weddings will be allowed in 2020 it has become impossible to continue to maintain and lease the current location. This is NO one's fault. These changes have been out of my hands, out of the hands of our sweet couples, the venues we love and you, our clients. It's just a series of unfortunate events.

**Now before you shed a tear, let's talk about some positive outcomes from this bad situation.**

- First and foremost, this DOES NOT change our commitment to our wedding floral clients. We are here for YOU! Prior to Ada, we always did floral in my home studio and will continue to do so. If anything, having the day-to-day of running a physical location eliminated, will give us more time to dedicate to our clients.
- Our online shop is here to stay! Just because the physical shop is gone, doesn't mean you can't shop with us. One of the positives to come from this COVID-19 mess, is learning how to grow and operate our online shop. You all showed up for us during the crazy time that we were closed and for that I'm thankful.

With the closing of our physical location, we are excited for a future that will allow us the time to expand our services and create new experiences to connect with all of you. We just have to get through this transition first.

**I know how sweet you all are and I know you will want to help in some way, here are a few things you can do!**

- Spread the message that ***Bailey & James may be closing our physical space, but we are here to stay. So support by following on social, join our email list, shop online, refer us for floral design, or find other ways to keep in touch!*** This may seem a little silly, but we want people to know that we aren't shutting down and just giving up. So helping us spread that message is SO VERY IMPORTANT!
- Attend our last and final blow out sale! Even if you are just stopping by to give us a 6ft air hug, we would love to see your sweet faces. If you can't attend, tell your friends, your family, your neighbors, and then have them tell their people. (The dates are below. Shopping guidelines/details will be released in the next couple days)  
**Save the date for the following:**  
Thursday, June 25 10:00 a.m. - 4:00 p.m.  
Friday, June 26, 10:00 a.m. - 4:00 p.m.  
Saturday, June 27, 9:00 a.m. - 1:00 p.m.
- And last but not least, when you do see us or message us, don't say goodbye because we aren't going anywhere. Just say hi and until next time!

### **A Couple Housekeeping Items**

**Gift Cards** - If you have remaining balances on a gift card, we highly encourage you to stop at our final sale and spend the balance. If you are not able to attend the sale, no worries we will continue honoring those via our website, but you will need to reach out to us via email for further instruction. The current gift cards are not compatible with our online shop, so an extra step is needed. Please be patient as we do our best to respond to those messages.

**Loyalty Love Cards** - Moving forward our Loyalty Love Punch Card Program will not be offered. If you have a full punch card, please be sure to attend the sale to redeem it. Unfortunately, this will be the only time we will be able to validate those. We apologize for this, but it is the best we can do given the circumstances.

I want to thank the Community of Ada and the Community of Rockford for giving us a home over the last five years. We have met so many wonderful people and it's you, our clients that have kept us going during these difficult times. Many of you have become more than a face through the door, many of you have become my friends and my family. This has been hard, but sometimes redefining success is what gets you closer to your goals. We are ready to start a new chapter. Thank you all so much for your continued support!

XO and until next time,  
Amber