

# Going with the flow

For owner Stephanie Moreau, *flow* is about a lifestyle and her shop and everything about it reflect this.

"It's a very relaxing atmosphere," she says. "It's just kind of a mellow, welcoming, inviting space."

She describes her small shop as "shabby chic, so it's quality items in a relaxed, sort of rustic space."

Design and decorating are also passions, along with clothing and skin care.

Quality Canadian, eco-friendly/fair trade clothing, made from linen, bamboo, hemp and organic cotton, is a primary focus.

Yet among the inventory are many other unique treasures, such as locally made soap and lotion, beeswax candles, handmade broaches and headbands, local jewelry and much more.

Also to be introduced to the mix will be a few refurbished antique pieces and some carefully selected vintage garments.

The shop sells Yoga jeans, made in Montreal. "They are one of my best sellers, and they really are the most amazingly comfortable jeans ever!"

Most of the products come from small businesses and artisans. Stephanie takes pride in supporting other entrepreneurs and knows their products help make her shop unique. "You're not going to find the items I carry everywhere. It sort of makes my store more of a destination."

For those who make the trek to *flow* in downtown Amherst, they'll find not only a distinctive shop, but also an engaging shopkeeper. Stephanie may be keeping herself busy knitting, rearranging displays or even playing guitar. And unlike many big box stores, you will be noticed when you pop in, and Stephanie will greet you and probably comment on the weather . . . for it is the Maritimes after all.



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clothing, hats, candles, accessories, skin care  
and more



Stephanie Moreau-owner

127 victoria street  
amherst, nova scotia  
902-660-3569(flow)  
[flow@flowboutique.ca](mailto:flow@flowboutique.ca)

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