



Violette carries a variety of lines – not focused on specific designers but rather on style and price. “We decided to shop very hard for value as we felt that was pertinent to the times. We search for items that delight us and are at affordable price points,” said Lisa. In the back of Violette is Twinkle Toes - the best fairy section in Boulder! Here, little ones can find bright, colorful wings, tutus, tiaras, magic wands and fairy accessories for girls (approximately one to six years old). (Everything you need to participate in Downtown Boulder’s Tulip Fairy and Elf Parade!)

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“We created the fairy section because we love children,” explained Lillie. “It’s an area where moms and grandmothers can shop for something special for their little ones.” This magical area of the store belongs to Naomi. Sales from Twinkle Toes help her pay for college tuition. “Running my own section of the store is the best hands-on experience I could ask for to teach me about business,” said Naomi who is responsible for buying and visual merchandising of Twinkle Toes. She is also learning the basics of accounting from Lisa.

When it came time to decide where to open Violette, the decision was easy for these three savvy business women. “Downtown Boulder is one of the best retail venues in the country. It is a great place to do business,” notes Lillie. “I have been in many locations including a major mall and specialty centers and believe

me, Downtown Boulder is one of the best!” Adds Lisa, “The East End is wonderful.

It has an amazing community vibe with great shops and merchants who care and want to work together to create a strong destination for locals and tourists alike.”

From stylish clothing to fantastic accessories and a fairy section that would make Tinker Bell herself swoon, Violette truly captures the essence of feminine fashion for women of every age thanks to the brains and talent of the mother/daughter/granddaughter team of Lillie, Lisa and Naomi (pictured here left to right).

Three Generations Give Violette Life

Located on Pearl Street’s East End, Violette is a boutique that celebrates femininity, as well as the beauty and joy of being a woman at any age. Last year, Lillie St. Germain, Lisa Ciardelli and Naomi Higgins (mother, daughter, granddaughter) combined their years of retail, manufacturing and sales experience with their love of design, color and trends to open Violette in May.

“I retired four years ago after 35 years in retail,” said Lillie. “The chance to open Violette seemed like a great part-time job and I love the contact with people. Retail is in my blood!”

In 2008, when Naomi was attending the Boulder Massage School and looking for a part-time job, the three women decided the time was right and the idea of Violette was born. “It just seemed obvious for us to open a store together since we were all so well versed in retail,” said Lillie. (Lisa previously owned Baby Doll on Pearl Street and the Paper Doll at Flatiron Crossing Mall. She had also worked as a manufacturer and sales representative during her career.) “We choose womens’ clothing because we had developed an eye for design, color and trends in our previous businesses.”