

Lyndsey + Whitney: The faces behind Jean + Lou.



Lyndsey Marie + Whitney Milligan
Co-Owners

What were you doing before you started Jean + Lou?

Lyndsey: Before I started my own business I was working A LOT to save up to start it and running a successful blog and personal shopping service. Which is what inspired me to open my own store.

Whitney: Prior to owning my own business, I was working at Smucker's. I worked there for 5 years, the last of which I spent all of my spare time building my business and preparing to leave corporate America and become a small business owner.

a business owner I would be asked to do interviews and different things like this outside of the shop.

You had the vision to start your business. What is something that defines your vision for tomorrow?

Whitney: While Lyndsey & I have only owned Jean + Lou now for almost a year, we both had our own business for a number of years before joining forces. One thing neither of us have yet tapped into is the e-commerce side of things, so one of our priorities for this year is to bring the shop online. We have our sights set on broadening our customer reach and using this next year to do so.

What's the most ridiculous fact you know?

Lyndsey: For whatever reason it blew my mind when I found out that red, yellow, orange, and green bell peppers are all the same variety of pepper just at different levels of ripeness. I like to shock people with that fact. Almost everyone is surprised.

Whitney: There is currently a global helium shortage. It's so random but this is actually the 3rd global shortage in the last 14 years.

As a business owner, you hold many job titles.

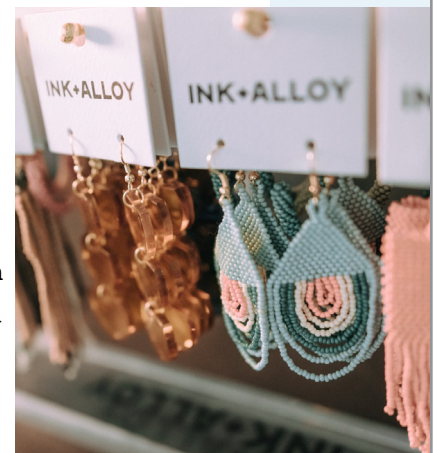
What is one thing you never imagined yourself doing?

Lyndsey: I never imagined how many women I would be constantly building up when they try on clothing. I know we are the hardest on ourselves but being around women trying on clothes really puts it into perspective. We hear so many women tear themselves down every day when all we see is their beauty.

Whitney: I could list a thousand things for this answer, but a big one for me would be doing things like this. I feel most comfortable when I'm in the shop hanging out with our customers, or working on things behind the scenes. It seems so silly now but I really didn't think as

What made you choose CF for your business?

Lyndsey: I was born and raised in Cuyahoga Falls. I've always been a believer in keeping your talents and business in your own community when you can. I had many opportunities to (cont.)



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Jean + Lou: A Collective

open a shop in surrounding cities but had my eyes on DTCF pending the street being reopened.

Whitney: I should probably have a more technical answer for this but to be honest, I found a space that had a cute storefront, and the price was right. I had looked at a lot of spaces in the surrounding area but I landed in the Falls, and I've never been happier with that decision.

What product should everyone try at Jean + Lou?

Lyndsey: Oh my gosh, we have so many fun items. I think one of our personal favorites are Camp Cocktail kits. They are mason jars with dried fruits, spices, sugars in them and you add any spirit you like (typically for me that's tequila), and it infuses the liquor and then you use that to make a really special fun cocktail. They are one of our most popular gifts for sure. They make great birthday gifts and housewarming, hostess gifts.

Anything else we should know?

Lyndsey: Our shop was previously my grandfather's shop for the last 20 years. He owned a clock repair shop. Me and Whitney became friends after working on the Falls Downtown Fridays committees for 2 years together. We realized how well we worked together and how much our visions aligned for our new and improved business.

Is there a story behind your business name?

Lyndsey: We were in a bit of a time crunch and were really torn about what to name the shop. We had the idea of Jean + Lou, which was the middle names of both our mothers. We continued to explore other ideas but we kept going back to Jean + Lou, which ended up being the perfect decision.

What do you like best about living/working in CF?

What are your hobbies and interests?

Lyndsey: I love being close to everything in The Falls. Close to the highway, lots of great restaurants, hike/bike trails, and now this vibrant Downtown. I love music and anything that has to do with it. I love seeing musicals, concerts, and going to the orchestra at Blossom.

Whitney: I love the close knit community. Everybody has a certain sense of pride when they say they are from the Falls, or their business is here. I love the collaboration



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between business owners and the willingness of residents to support all of the great business we have here.

What's something that drives you crazy?

Lyndsey: Loud eaters/slurpers. Ads in the middle of Facebook videos.

Whitney: When technology doesn't work properly, for no good reason. Printers, websites, phones.

What's something that people may not know about you?

Lyndsey: Some people may not know that I love to sing. I represented my High-School for Akron Idol.

Whitney: I really enjoy cooking. I love the whole process, planning the menu for the week, trying new recipes, all of it. ■

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