



## Rosie Posie

**H**idden inside a Savage strip mall is an enchanting secret garden. Flower petals sprinkled on the sidewalk and a fresh floral scent welcome those who visit **Rosie Posie** (14020 Hwy. 13 S., Savage, 952-226-5240). Created by owner Tina Elms Schulze, the shop has a fun and feminine feel—from the inspirational words on the walls down to her signature hand-painted flowers on the hardwood floors. Murals of gates and trees transform the retail space into a cozy, cottage-inspired home, garden, and clothing store.

Schulze says that even if her merchandise is sold at other stores in the metro area, she tries to show her products the way people might actually display them in their homes, rather than simply stacking items on shelves. "It's all the things I love," says

Schulze, who, surprisingly, has no significant retail background. "My mother is very talented that way. She's always been good at decorating and had no formal training either."

Rosie Posie's opening was triggered when Schulze moved back to Minnesota with her husband and three children. Their builder's designer started tagging along with Schulze as she shopped, and soon Schulze was decorating model homes. Friends encouraged her to do something bigger—and the seed was planted to open a shop. Her husband wrote the business plan and helps with the accounting, and their children hang out at the shop. The store's name stemmed from the signature swirly flowers Schulze painted on everything—from pottery to her daughter's birthday-party invitations.

Just like the fabled secret garden, Rosie Posie seems to charm all ages.



### Luxury Soak

Recreate a cozy feel with gorgeous tiered candles, a good book, and aromatic bath balls that look like ice cream.

Kids run around, which is fine by Schulze, since she has added a playroom near the baby gifts and toys. Adults happily meander through the constantly changing displays.

With so many goods, Rosie Posie couldn't stay put for long—the space was expanded last month, adding 1,100 square feet of fun items to discover. —J. B. K.