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THE WOODLANDS

FASHION FORWARD

Purveyor of some of the hottest new looks and notable designers, Courtney Pell Wilkerson has packed her newly minted jewel box with covetable pieces and goodies galore. BY JANE HUMPHREY

laying dress-up is the name of the game for shopgirl Courtney Pell Wilkerson. Having spent years working in retail, her ultimate goal was to one day open her own shop. Cue in Pell 1990 (shoppell1990.com)—the chicest in treasure troves—that has just recently opened its doors. Paying homage to her maiden name (Pell) as well as her love for the nostalgia behind the glorious decade of the '90s, this fashionable femme has poured all of her passion into this space, and it clearly shows just upon first glance. Everything has been hand selected to perfection. From the massive collage festooning the walls to the music selection, no detail has been overlooked. What was the driving force behind this style sanctuary? "I wanted to create a space that felt special," notes Wilkerson, "where people felt like they could stay a while and have fun." And fun is undoubtedly had by all upon entering this treasure trove. From uberhip brands including ALC, Nicholas, Amanda Uprichard and more, Wilkerson also has a sumptuous selection of gifting items and smaller trinkets. "I wanted to offer a nice balance of both high and low price points," she shares. "That way there is a

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-COURTNEY PELL WILKERSON

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