

# personal style

## Range

by Anna Ferguson

When talking with Sabrina Davis, it's impossible not to pick up on the overt tones of adventure, excitement and exuberance that radiate from her voice. Whether discussing her cross-country travels or her posh Buckhead shop, there is no denying that her words are laced with joy. In every sense, Davis is a free spirit.

More than that, she's a free spirit with an entrepreneurial streak and an eye for fashion. It was a natural decision for Davis to enter the retail business.

"When you look better, you feel better about yourself," says Davis. "I think you should dress for a compliment. I want to help other people live by that motto, too."

Five years ago, Davis set up shop in Atlanta, opening Brina Beads in West Buckhead Village. The outfit isn't an ordinary make-your-own accessory shop. Walls are lined with specialty beads, from glittery to mute to nearly endless options of anything and everything a bead-a-holic could hope for. Brina Beads has gathered a cult-like following in the metro area, as is evident by the jam-packed bead parties and jewelry-making classes regularly held in the store.

Davis hit the mark with her bead boutique, and she wouldn't dare alter her store's strategy. Or would she?

Davis isn't one to settle for ordinary or mediocrity. So when the premade accessory side of her store wasn't living up to her high standards, she shifted tactics. Here she was, with this fabulous and fierce space in the heart of the city. She wasn't about to let an inch of floor space go wasted. "I realized, people were coming here to make jewelry, not buy it," says Davis. "There was 600 square feet of space, and I could do whatever I wanted with it."

Leaning on her free-spirit ways, Davis took the issue head on. Without batting an eye, she scratched the premade jewelry option, and instead filled the space with fashion-forward designs in a side of the store now known as Range. "It's the perfect compliment to a jewelry-making shop," Davis says. "You can use the beads as inspiration. Make a bracelet and find a sweater to match. Or, find a tee and make a necklace to go with it. It all just goes hand in hand."

Named after the wide range of price points and style options, Range is set to fit twenty-something to forty-something gals. Women who, like Davis herself, want to look like an L.A. socialite without breaking the bank. And without looking completely ridiculous wearing haute couture in Atlanta's milder fashion climate.

Sabrina Davis



If anyone is capable of doing the L.A. to Atlanta time-share, it's Davis, having alternated residences between Atlanta and L.A. for the vast majority of her adult life. "After college, there was a year in L.A., then back here in Atlanta, then back to L.A. for five years, and then back here to Atlanta," she says. Davis knows how to make the two cities share apparel.

"Atlanta is much more conservative," says Davis. "Not in a political sense really, but in the way that they dress. Take leggings, for example. It's taken a lot of Atlantans a while to get used to the idea that leggings aren't just for retro proms."

On Range's shelves, Davis has handpicked an assortment of Atlanta-ready high fashion apparel. Designs are both trendy and classic, fashion-forward but also office-appropriate. "You have to have that mix," Davis says. "At Range, you can build a wardrobe with basics but also add in those little pieces that make it pop."

When picking the pieces for Range, Davis knew she wanted LA Made's line of casual tees, tank tops and hoodie dresses. The line falls at the lower end of the shop's price scale, from \$25 to about \$75. Equally sure, Davis knew she had to have Jenny Hahn at her store. Hahn's classy, silk tops and runway-ready designs were the ideal make of the metro, Davis says.

The one decision Davis teetered on was whether or not to sell jeans. Atlantans love their jeans, Davis knows. But, she was limited on floor space, and to really sell jeans the right way, you need racks and walls of options. Never one to do anything halfway, Davis opted to go another route. "Jeans are a big undertaking," says Davis. "Even just shopping for jeans, for yourself, is hard. Imagine how it is to be the person who sets out all those jeans. Ladies needed more choices than my space could give them."

Dogs are also a big undertaking, but Davis has no qualms about bringing her new pup to work. The small brown pooch magically appeared at Range's doorstep one day this February. Though she posted flyers and tried to get the dog back to its original home, no one ever called. Davis has a real eye for style, and like she says, everyone knows a too-cute pup is the perfect accessory.

"I have a zoo at my house," she says. "But this is just the cutest, sweetest dog. It was meant to be. Kind of like me and this store."

**Range is located at 3231 Cains Hill Place in Atlanta. Contact the store at (404) 816-8230 or visit the Web site [www.rangeboutique.com](http://www.rangeboutique.com)**