

## Business Spotlight

# Apricot Lane Boutique Wesley Chapel



*Above:* Marie-Claude Atteberry displays a dress sold in her store located in the Shops at Wiregrass.



*Left:* Owners, David and Marie-Claude Atteberry

**BY STEVE LEE**

*Wesley Chapel Correspondent*

Located in the Shops at Wiregrass, Apricot Lane Boutique is owned by Marie-Claude Atteberry and her husband David. They opened Apricot Lane Boutique in the Shops at Wiregrass last December.

“We wanted to do something so she could follow her dreams,” David said, alluding to his wife’s penchant for fashion and her experience as a seamstress.

“As a little girl you’re always dreaming, and I was all about fashion,” Marie-Claude said.

The boutique, which is a franchise that began as a retail gift store in 1991 in California, caters to local clientele. What is sold at the local franchise is unique to people in the area with on-trend, affordable and constantly changing clothing lines and accessories. That ensures that customers walk away with one-of-a-kind items.

### If you go:

#### **Apricot Lane Boutique**

The Shops at Wiregrass  
28249 Paseo Dr. Ste. 3,  
Wesley Chapel  
(813) 803-3638

Mon-Sat 10am-9pm  
Sun 12-6pm

[apricotlaneboutique.com](http://apricotlaneboutique.com)

And that, Marie-Claude noted, is what sets her store apart from others.

“We try to have something for everybody,” she said. “A mother, daughter and granddaughter could come into the store at the same time and find something.”

Carrying curated collections of well-known brands mixed with new, up-and-coming brands is what makes the store unique. To ensure that even more, there are limited quantities and new items arriving weekly.

“This is why we are different,” Marie-Claude said. “We minimize our inventory.”

Apricot Lane retail boutiques are supported by their franchisor, Country Visions. Their partners opened a retail gift store in 1991 in California and eventually began to franchise. In 2007, they introduced the first Apricot Lane and continue to plan for 15-20 franchises annually.

Giving back to the community is important to the Atteberry’s, who relocated to the area from Apollo Beach and joined the North Tampa Bay Chamber of Commerce when they opened their store.

They had planned a fundraiser to benefit Sunrise of Pasco last spring, but that gathering and others in the works fell through due to restrictions stemming from the coronavirus pandemic.

As restrictions begin to ease, the owners plan to have nights like they had initiated when they

opened. Those gatherings include, Ladies Night Out, VIP Customer Nights and Friends and Family Nights with drinks and snacks served.

“Integrate yourself in the community,” Dave said, alluding to the special get-togethers the boutique had done before having to stop during the coronavirus shutdowns. “Under normal circumstances, we’d be doing an event every other week.”

Another piece of advice the couple has for local business owners is to do research and have a clear idea of what you’re getting into.

“Be prepared financially and emotionally for a rough ride at the beginning,” Dave said. “Small business is not for the faint-hearted. Walk in very clear-eyed with what you’re getting yourself into.”

The couple looked around the Tampa Bay area when considering where to locate their Apricot Lane Boutique and decided on Wesley Chapel, in part, because of the growth potential and a thriving community.

As for the future, with state restrictions loosening of late, the Atteberry’s are eager to start up their special nights again and become more involved in the community.

“We’re really banking on this holiday season to help us get going again,” Dave said.