

STORY ML STAFF

PHOTOS ALLISON KAZMIERSKI

FLOWER POWER

EVERYTHING'S COMING UP ROSES FOR JEREMIAH YOUNG'S NEW MONTANA POP-UP/SHOP THE FLOWERIE



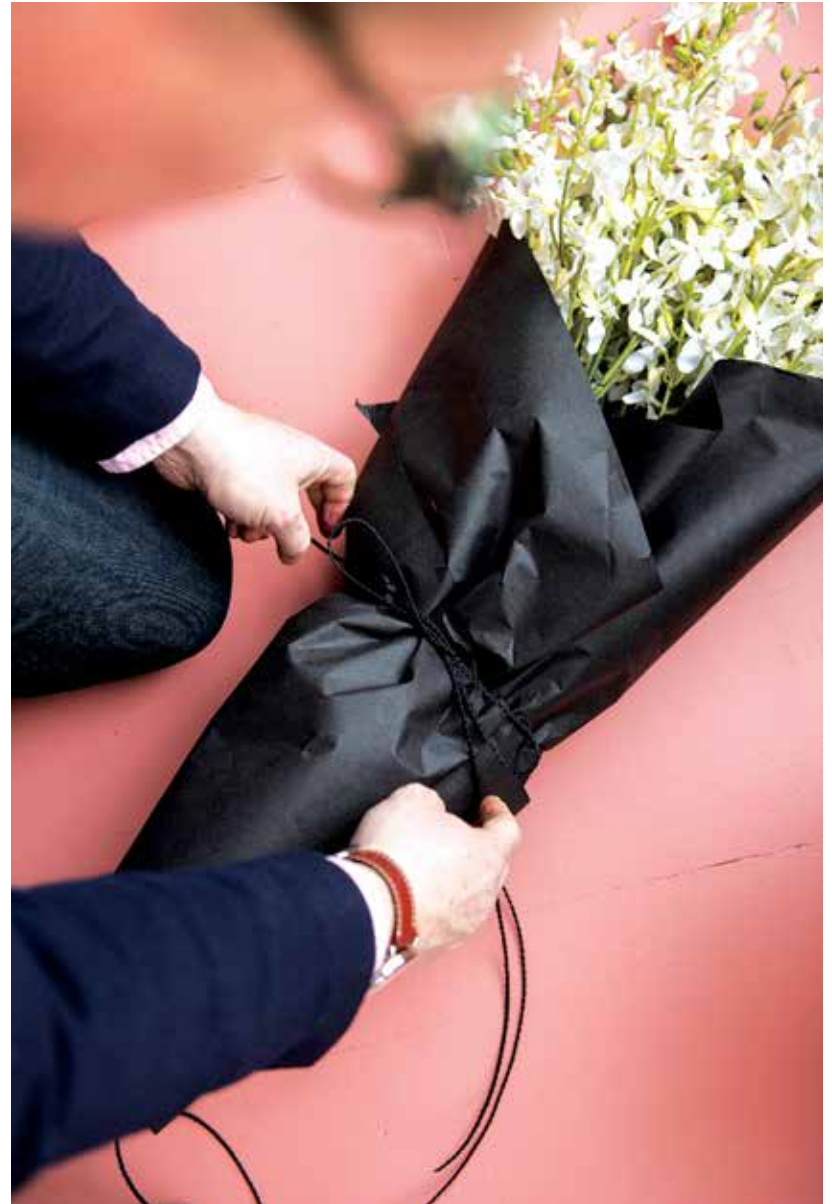
Design assistant Aubrey Soares, with business manager Kimberly Wynia (not pictured), helped Kibler & Kirch owner Jeremiah Young take The Flowerie from "fancy" to reality.



Jeremiah Young doesn't think small. Indeed, the beloved Red Lodge, Montana, shop he inherited when he bought Kibler & Kirch a decade ago is currently being reimagined as a 6,000-square-foot store ringed by 27 huge windows, set to open in September in the interior design firm's historic Stapleton Building home in downtown Billings. In the meantime, when a small street-facing retail space in the building became available, Young launched another big idea.

"It's something I've been thinking about for years," he says of his "Kibler & Kirch Presents" concept, an upcoming series of themed temporary pop-up shops offering "an evolving, ever-changing retail environment." First up is The Flowerie, open through July 3, 2021. Celebrating everything floral for the home, the shop is filled with real and artificial flowers—"and I defy you to tell the difference," says Young—as well as apothecary, candles, books, paper goods, pillows, fabrics and "some great little pieces upholstered in florals," he says. "We also have lots of vessels and baskets, and of course art, from very contemporary to vintage and traditional." >>

THIS PAGE, CLOCKWISE FROM TOP LEFT: "If it had a timeless, beautiful floral motif, it was in," says Young, who sourced a widely collected product offering, including embroidered pillows from Rifle Paper Co. and a miniature tea set "too darling not to love" atop volumes from a curated book selection. OPPOSITE: "We searched high and low from across the world to find vessels, containers and vases."



DESIGNING WITH FLOWERS

WORK FROM THE BOTTOM UP Kibler & Kirch likes to start the design process with a great rug, which often has a floral element. It doesn't have to be beat-you-over-the-head-floral, says Young, but it can determine palette and pattern for the room. Or take a page from The Flowerie's playbook and paint the floor, using durable, water-resistant porch paint.

FORGET YOUR GRANDMA'S FLORALS Flowers don't have to be old-fashioned. Young loves to mix patterns, combining florals with unexpected modern elements. Or contrast a special abstract or contemporary floral with more traditional prints. **USE SLEIGHT WOF HAND** Work real greens into arrangements with high-quality artificial blooms to fool the eye.

Greens last a long time, and that fresh element makes everlasting bouquets convincing. **INVEST IN GOOD VESSELS** Everyone has a cupboard full of terrible vases that came with arrangements, Young says, and it's time to ditch them. Choose a quality vessel with an interesting shape or texture; dark brown and black pots look good in every kind of interior. **THERE'S ALWAYS ROOM FOR ONE MORE** A lot of anything is beautiful. You can always fit one more flower in that arrangement (or one more floral motif in a room). Always.

LEFT: "The whole point of the artificial flowers in our shop is to make them indistinguishable from the real. Who wouldn't want 'forever' flowers?" says Young, surrounded by fabulous blossoms. RIGHT: When gifting flowers, Young recommends just giving the bouquet, swathed in tissue, to be placed in a favorite vase.



TOP: "This will be good for me. I'm restless--I'll be able to scratch a lot of creative itches," says Young of his Kibler & Kirch Presents pop-up concepts, starting with The Flowerie. BOTTOM: Antique wooden Chinese pails overflow with blooms on a floor painted perfectly pink, a custom tweak for The Flowerie pop-up shop. >>



It was art that first sparked Young's pop-up idea, drawing on lessons learned from his Stapleton Gallery, known for its single-night exhibition events. "I love that idea of a one-off, the way it builds anticipation. I started thinking about how to translate it to retail, and Kibler & Kirch Presents was born."

Young's list of pop-up shop ideas going forward is already at 20 and counting, including an equestrian theme, "everything plaid" and a Halloween store ("We'd call it Killer & Kitsch"). But The Flowerie came first because "we were opening at a time of year when we're all craving flowers," he says, "especially mountain homeowners. Plus, I'm just officially obsessed with florals. It's impossible to walk into a place with a lot of flowers and not be happy."

Young designed the shop with "a mercantile feel" where

counter and shelving basics serve as a backdrop to be modified. "For The Flowerie we painted the floor a lovely shade of pink," Young says. "It's a pool of color you step into, which is very powerful."

The Kibler & Kirch design team takes turns staffing, with help from talented florist Katie Bennett, owner of local Mac's Floral. "There are days when I shouldn't be here that people walk in and find me," says Young. "We're just having fun down here arranging flowers." ○

LEFT: "This project is a great fit for Aubrey," Young says of his "right-hand person" Soares. "Her energy is contagious." RIGHT: The Flowerie's product mix touches on nearly every kind of apothecary. The flower-bedecked Portus Cale brand from Portugal shown includes soaps that "smell so good you are quite literally transported."

kiblerandkirchpresents.com

