

# Shop prides itself on eclectic selection

May 21, 2011

[By KATHIE BASSETT](#)

ALTON - Stepping through the doors of White Birch Interiors and Home Accents is like walking into an elegant home - one that offers a scintillating display of specialty gift items.

The mother-daughter team of Sherry Reddo and Stacy Keshner owns the eclectic shop, a converted 1854 home at 701 Delmar Ave. They share a passion for nice things.

"We've created a warm atmosphere that relays the message of what our products would look like in a home," Reddo said. "Our items are not definable by a category because our customers like so many different kinds of things."

Reflecting this diversity of tastes, the shop carries more than 100 product lines, including their signature Nora Fleming pieces.

Fleming's pieces, which include trays, plates, napkin boxes and dishes, have exchangeable "minis" that come in a variety of themes and designs to add a distinctive character.

"She creates different minis for events such as bridal showers or holiday parties," Reddo said. "This makes the pieces very versatile."

One of the pair's goals is to offer brides a broad selection of items to be placed on their registry. Each bride is given a small table or shelf in their bridal room to showcase a selection of items they have chosen.

Next to these pieces is placed a photo of the engaged couple along with their names and wedding date.

"We have so much for the bride to choose from," Reddo said. "In addition to tableware, we also have art work, pictures and mirrors so they can decorate their homes."

Green products such as bowls and plates made from recycled glass in Spain have been popular this year, she said.

"They can be placed in the freezer so that they are cold for salads or dips," Reddo said. "Brides love them, and we've been having a hard time keeping them in stock."

Reddo said they always are looking for new items so they can stay ahead of current trends.

Also upstairs is a room dedicated to unusual baby gift items, such as Lollitops, which can be worn by babies as a hat and used by youngsters as a purse.

"We try to give back through what we carry," Reddo said, pointing out a line of fashionABLE scarves. The label is a sustainable business aimed at helping women in Africa make a living and support their families.

"Each scarf carries a message from its maker as to what it means to their lives," she said. "It's so sincere."

The shop also carries a variety of jewelry pieces, ranging from sterling silver to vintage pearl bracelets and necklaces that incorporate Chanel buttons to make a truly chic piece.

Lines such as "Waxing Poetic" encourage customers' creativity by offering a wide array of clip-on initial charms made from a variety of materials.

White Birch is the only store that carries Alton landmark plates, wine glasses, trivets, tea towels and picture frames in a graphic black-and-white design.

The store offers free gift wrapping and packaging. Gift cards, special orders and local delivery are available.

For customer convenience, bridal registries are available online at [www.shopwhitebirch.com](http://www.shopwhitebirch.com) so items can be ordered by calling the store.

Store hours are 10 a.m. to 6 p.m. Tuesday and Thursday; 10 a.m. to 5 p.m. Wednesday, Friday and Saturday; and closed Sunday and Monday.

For more information, visit their website, find them on Facebook or call (618) 466-9100.