

15 MINUTES

Peddling her wares

Leann Powell is a mother, adventurer and entrepreneur. The longtime Chicoan is an experienced business owner, but she recently decided to switch things up by operating a pop-up clothing boutique. The vibrantly colored designs she offers are distinctive of a technique known as “reverse tie-dye.” According to Powell, there is a special process her supplier has perfected that prevents the bright colors from fading, as many of the more common home-dyed fabrics do. She gives credit to her Cambodia-based supplier for most of the merchandise—including shirts, skirts, hoodies, pants, you name it—but says that she’s also been working to create her own designs. Powell currently sets up shop at her house and she’s working on a website. By appointment only, she transforms her home into a boutique for her customers—complete with a dressing room. For more info, call 518-8883 or send The Peddler’s Closet a message on Facebook, where you also can spy Powell’s latest offerings.

What inspired you to start selling tie-dye?

I found my first piece of this clothing at a small boutique and purchased another piece a year later. I wanted more and was unable to find it locally. I sought after the original creator, and I told him that I wanted to bring these amazing dyes to Chico. He was elated! He only has clothing made twice a year and ... I have been fortunate enough to be one of the few to work with him here in the U.S.

What were you doing before you started this venture?

My husband and I own two other businesses, so he’s able to support me in this. We own a janitorial company with about 25 employees that work for us, and then we have a granite business. Between the two of those, he stays very busy. He’s like, “You’re gonna do this?” and I’m like, “Yeah, why not?”



PHOTO BY BRIANNA MINTON

How did you come up with the name of your boutique?

Honestly, it just kind of came to me. I’ve always liked the term “peddler,” which is basically a person who travels from town to town selling random small items. A lot of people have a misconception about the term, thinking it means drug trafficker or dealer, when really I’m aiming for the more traditional meaning.

How do you price your items?

I wanted to keep it affordable, so I start out at about \$25 and my most expensive item is \$75, which is my jacket (pictured). I was trying to keep everything between \$25 and \$65, but a jacket this large and intricate is bound to be a bit more pricey. I’ve had people come up to me and say I could be charging a lot more, but I want to keep the prices as low as possible.

—BRIANNA MINTON

THE GOODS

Giving thanks, expanding downtown



by
Meredith J. Cooper
meredithc@newsreview.com

It’s hard to believe that Thanksgiving is just around the corner, but that’s how this time of year tends to go—quickly. In the spirit of the holiday, **Matthew Martin** over at **Pyramid Farms** is once again—for the 12th year in a row—donating 100 percent of his sales at the Saturday **Chico Certified Farmers’ Market** to a good cause. This time around, that cause is **Slow Food North Valley**, a local nonprofit focused on increasing food education in the community and at schools.

So, if you need another reason to stock up on organic veggies this weekend (Nov. 24), this is a good one: you’ll be supporting the creation and maintenance of school gardens. Insider tip: Pyramid Farms’ carrots are famously delicious.

MOVING IN The downtown space formerly occupied by **Zucchini & Vine**, at the corner of Second and Main streets, is getting a rapid facelift. I’ve spied a crew there hard at work revamping the place over the past month or so and it’s already filled to the brim—**Little Red Hen Home** held its grand-opening Wednesday (Nov. 20). I’m fairly obsessed with the **Vintage** shop across the street—and I appreciate the organization’s motto of “retail with a purpose,” as it employs and empowers kids and adults with developmental disabilities.

NEW EATS The hottest new eatery in town, **Burban Kitchen**, opened this month and I made my way over there for lunch one afternoon with my friend Joan. The ambience is what I might call modern industrial chic, with tall, sheet-metal ceilings, lots of natural light, and what appeared to be a combination of individual and communal seating choices. The bar wraps around a large, open kitchen, so you can watch chef **Ann Leon** and her crew do their thing.

The menu is eclectic, with an emphasis on local ingredients but inspiration from around the world. I had the meat patty—an open-face burger, basically—and the seasoning was killer, as was the sauce. Joan chose the lamb sausage and couldn’t stop raving about the hummus, which mellowed out the heat of the merguez mixed in.

We didn’t see the cheese plate till after lunch—it’s on the dessert menu—otherwise we’d have ordered that as a pre-meal snack. Leon did sneak us a taste of the blue cheese, Kapiti Kikorangi from New Zealand, which she paired with pecans from Table Mountain. Pure bliss.

BUT WAIT, THERE’S MORE Oroville is adding to its fast-food menu this month. First, on Wednesday (Nov. 20), **Chipotle** opened up at 325 Oro Dam Blvd. E., in the **Feather River Crossings** center, with what it calls a Chipotlane. The pickup lane allows customers to order on their phones and then pick up their food at the window—it’s only the second location in California with such a feature. And just up the road, at 680 Oro Dam Blvd. E., the long-awaited **KFC** is scheduled to open Sunday (Nov. 24). Who’s hungry?

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Look for next week’s issue of **Chico News & Review** on Wednesday, Nov. 27

OUR OFFICE WILL BE CLOSED
Thursday & Friday,
Nov. 28–29

It’s time to be Thankful!

Happy Thanksgiving!