

Angelic Threads Boutique Gaining Momentum in Village Square at Kiln Creek

By Jen Holden November 2, 2022



Photo courtesy of Angelic Threads.

YORK—Melissa Schulz is a local mom and Air Force veteran who harbors a passion for helping others to look and feel their best. The entrepreneur opened her first brick-and-mortar shop, Angelic Threads, along with an ecommerce site, in March.

The mother of three describes her new storefront as a one-stop shop for self-care items, accessories, and kids' apparel. Angelic Threads shop sells children's clothing, jewelry, hair accessories, baby and body items, home spa tools, hand-dipped candles, and other small gift items.

After a 10-year career in the military, Schulz decided she wanted to focus on retail and began working at Fort Eustis as a civilian. The covid-19 pandemic put a damper on her plans, and she made the transition to selling LuLaRoe. From there, she decided to widen her scope by opening a storefront that focuses on selling hand-chosen items that Schulz uses herself.

“I get my candles from a family that's been making them since 1994,” said Schulz. “The family started making their hand-dipped candles in their basement and expanded their business over time.”

Schulz, an approved retailer with the candle merchant, said she was first introduced to

Warm Glow Candle Company while stationed at Wright-Patterson Air Force Base and traveling to visit family.

“If you travel down Interstate 70, you’ll see a giant two-story candle outside of their store,” said Schulz. “When I first drove by it, I knew I had to check it out on my way back.”

Schulz said the candles she carries are composed of ingredients that emit nostalgic scents.

“They’re common smells that have the ability to bring memories back for everyone,” said Schulz. “Some of their specialties are carrot cake, mocha, blueberry cobbler, for example.”

The boutique also carries specialty soaps that Schulz gravitates to for her own family’s use, including Finchberry and Averal soaps.

“Averal has all of their products made in Provence, France,” said Schulz. “Averal makes very high-quality, unique products including one hundred percent organic triple-milled soaps. It lathers so profusely that you can use it for shaving, and it also helps to take care of my son’s eczema because it’s just so hydrating.”

When Schulz first opened the doors to her shop, she sold women’s clothing, but has since pivoted to exclusively selling clothing for kids. She previously sold LuLaRoe through her storefront but realized her marketing efforts needed to be readjusted.

“I love the LuLaRoe clothing and have a long history with them, but the clothing wasn’t that popular with my customers, and I’m here to serve the community,” she said.

Once she cleared out her women’s section, she added two new brands to the children’s category.

“I picked up Mila & Rose, which is an American company with warehouses in North Carolina, and Riolio, which I buy straight from the manufacturer in China,” said Schulz. “I had to go that route in order to keep my prices down. I think a lot of boutiques do a lot of markups because they have to, whereas I’m trying to sell more volume and keep my prices low. My goal is

to serve everyone in the community, not just the top two percent income bracket.”

Schulz said she prioritizes her relationships with customers and takes stock in their feedback.

“I’m very comfortable in my new space and appreciate when customers relay what their likes and dislikes are as far as merchandise is concerned,” said Schulz. “They’re not just quietly walking through the store because I engage with customers to get a feel for their likes and dislikes. I’ve made a lot of friends along the way who started off as customers and know they want to see me succeed.”

Angelic Threads is located at 5005 Victory Blvd., Suite A3, in Village Square at Kiln Creek shopping center next to Food Craft where Allstate was previously located. Store hours are 9:30am to 5:30pm Tuesday through Sunday. The shop is closed on Monday. For more information, call 757-527-2960 or visit the shop’s [website](#) and Facebook [page](#).