

SHORTCUTS BUSINESS



Photo: Kelli Uldall

The Nest Brings Long-Lasting Style to Pacific Grove

BY RENEE BRINCKS

Phyllis Davis runs her women's boutique The Nest in Pacific Grove, where she sells denim, casual clothing and outerwear, along with formal event gowns.

Phyllis Davis built her women's clothing boutique, The Nest, around a simple concept: Source the styles and quality that she wanted in her own closet.

"From the start, we've bought from small designers who make fun clothes with staying power. It's high fashion, but wearable high fashion," says Davis.

Twenty years later, that formula continues to shape the successful Pacific Grove business. Davis established The Nest in Carmel in 1999, together with her husband, Mitch, and her mother and stepfather, Bonnie and Milt. The shop relocated to its current Grand Avenue location six years later, and today features a range of denim, casual apparel and outerwear. Clients will also find gowns for proms and for-

mal events, along with customizable dresses by Jasmine Bridal.

During a November anniversary celebration that supported the Interfaith Homeless Emergency Lodging Program (I-Help), Pacific Grove Museum of Natural History and Animal Friends Rescue Project (AFRP), Davis welcomed new customers as well as those who have watched the boutique evolve.

"Even with all the big-box stores and online shopping, our little shop has survived and thrived. Some customers have been with us for 20 years, and it's really amazing," she says.

The Nest is located at 229B Grand Ave in Pacific Grove. For hours and details, please call 831/333-9184 or visit www.nestinpg.com.