

SHOP LOCAL



ALBANY SHOP RISES & SHINES

By **Samantha Durbin**

With the holidays upon us, there are two things circling people's minds: gift shopping, and how to stay calm during the festive but hectic holiday season. Morningtide, a lifestyle shop in Albany, both inspires and anticipates these impulses.

The store is the passion project of Lisa Fontaine and Lisa Jackson. Located off lower Solano Avenue, the owners describe Morningtide as "minimal, modern, a little bohemian and functional with the ease of a lifestyle along the coast."

Morningtide
847 Cornell Ave.,
Albany.
www.morningtideshop.com.

This coastal lifestyle isn't Santa Cruz sporty-surfy or Venice Beach glam-boho — it's an ode to the Northern California-raised owners' grounded, refined aesthetic.

Even the name has a glowing aura — morningtide is an archaic word for morning. "It's fitting for the coming and going of goods from our shop, as well as the calm vibe of our space," the owners explain. "Our style is representative of our values of good health, community and wellness."

That style starts with the facade, where a grid of windows houses ceramics by Colleen Hennessey and Hasami Porcelain. Step inside and a subtly sweet earthy smell, and one of the Lisas, greet shoppers. A wall of handmade and brass jewelry, local jam by We Love Jam, and apothecary items like Everyday Oil and S.F.'s Bathing



Marble Rye Photography

At top: Lisa Fontaine (left) and Lisa Jackson started Morningtide in Albany as a passion project in 2017.

Culture biodegradable soaps beg to be touched. Blankets and wall hangings make the store feel cozy while charming home goods, children's items and women's clothing fill the rest of the 240-square-foot space.

The shop packs a lot in, yet doesn't seem cluttered. It feels like a friend's thoughtfully curated home, where you want to take it all in and take something home. Succulents, textiles and earthy hues harmonize with white oak wooden shelving and an aqua accent wall.

Morningtide opened in September 2017, and the co-founders have nurtured relationships

with vendors and customers. "They have confidence in their taste," says ceramist Hennessey, whose wares are carried at the store. "They have a huge appreciation for the creative process and craft. They make it a point to get to know makers personally."

They've also gotten to know their customers and neighbors. The Lisas might ask you your name and strike up small talk — they're all about small-town love. They've been known to hand-deliver purchases to nearby customers and throw events like tarot readings, cheese-plate assembly classes, and a Korean pancake pop-up with Oakland chef Selina Lee.

Both Lisas are creative-type moms with families and little ones. Franklin designs and produces a women's clothing line, Hygge, which is sold in the store, and makes ceramics. Jackson owns a graphic design business.

How do the women find the time to run a store without creating more stress? Carefully and purposely, like their store's selection. They divide the shifts depending on family schedules, and the tasks based on abilities. Franklin does the buying and manages the business end, while Jackson is in charge of social media, graphic design, PR and customer relations.

It's not about perfection and doing it all and having it all, they say. Being shop owners has inspired the two to edit their homes and closets. They only buy things that are useful, practical and beautiful, they say. And that's what you'll find inside Morningtide.

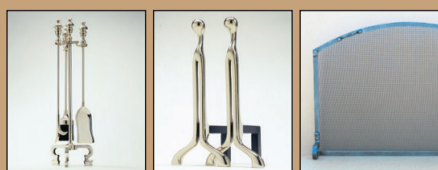
Samantha Durbin is a San Francisco freelance writer. Email: style@sfgchronicle.com

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