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Lemon Boutique makes gift giving easier than ever

By Jenn Freedman



Photo provided

The modern boutique Lemon opened on Lafayette Square next to Sideboard in late April - a year after opening its first location in Danville - and has something for everyone and every occasion: baby, kids, women, men, home, spa, and accessories.

Lemon carries over 50 brands, primarily California-based. Twenty percent of the assortment comes from local Bay Area brands. In addition, Lemon frequently hosts pop-up shops in the store to help support small, local businesses.

With a focus on customer service, Lemon offers gift wrapping every day for just \$1-\$2, and online orders can be picked up in store or shipped. Lemon also prioritizes staying connected with the community by participating in many local events and charity fundraisers.

Owner Sara Weymouth is an East Bay native. After a 10-year stint in corporate America, she wanted a more family-friendly career and began exploring small business ideas. Identifying the need for a great gift shop, Lemon started as a pop-up in November 2017 and opened the first permanent store in Danville in April 2018.

Weymouth explains the inspiration behind her store's name: "Lemon is for my Grandma. Growing up she always talked about how good lemon is for your skin. She would rub it all over her face, neck, hands, etc. I used to think it was silly, but once I started doing it I saw how amazing it really is. Also, Lemon is a super food and we are all about healthy living at Lemon so it just fit . makes a really cute logo too!"

Lemon is open Monday-Saturday from 10 a.m. to 6 p.m. and Sunday from 10 a.m. to 5 p.m. Or shop online anytime at www.lmongiftshop.com.



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