

**Laura Kelly Designs & Licensing Retail Operations Move To The Rusty Bucket In Downtown Apex**



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Elizabeth Shugg, Writer/editor

Two of Apex's most successful businesswomen join forces to sell Kelly's whimsical products in historic Apex's flagship business.

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Businesswomen Laura Kelly and Pam Thorpe have worked out an agreement to sell Laura Kelly Designs & Licensing's retail products inside of The Rusty Bucket in response to the international growth and success of Kelly's business, which was making local retail product sales difficult to maintain.

Rather than stop selling locally, Kelly and Thorpe created a whimsical, center-store display in The Rusty Bucket. Both women love the combination.

"I could not be happier about having my products sold at The Rusty Bucket," Kelly said. "The store has such a friendly and loving atmosphere with genuinely kind people who work there. I am super excited about working together to continue to better our downtown."

Thorpe welcomes the addition of Kelly's products to her store and what this new retail mix will do for her business.

"We're really excited about the opportunity to represent Laura's products at The Rusty Bucket," Thorpe said. "She has a unique look that so many people love, and to not have her merchandise on Salem Street would truly be a loss for us all. Her presence in our inventory mix gives us the chance to expand our customer base to a younger clientele while exposing Laura Kelly Designs to the traditional country decor customer."

Kelly has created 16 collections over the last 13 years and has licensed her art out to companies such as Andrews and Blaine, B2Direct for Learning Express, Creative Converting, Custom Candy Concepts, Checks in the Mail, Expressionary.com, Leap Year Publishing, Purely Fun Soap, Thirstystone and a handful of other international companies. Locally, she partners with Kidzpics and Triangle TRACKS, in addition to The Rusty Bucket.

The Rusty Bucket, known as downtown Apex's flagship retail business and recognized as Country Samplers Country Business Magazine's "2007 National Retailer of the Year," offers nostalgic Americana crafts, antiques, candles and other unique items.

"I think we also offer something to Laura in return," Thorpe said. "Our creative and innovative staff have been able to introduce to her ideas that will help her reach out to the crafting community."

Visit The Rusty Bucket at 104 N. Salem Street in historic downtown Apex. Learn more about both businesses online at <http://www.shoplaurakelly.com> and <http://www.therustybucket.biz>.

About Laura Kelly Designs & Licensing:

Laura Kelly's bold and whimsical art is widely recognizable by its mixed-matched usage of vibrant colors, patterns and themes. Her studio is located in the historic downtown of Apex, North Carolina. Her designs are licensed to companies around the country and are available on a plethora of products. Locally, Laura partners in art with Kidzpics ([www.kidzpics.com](http://www.kidzpics.com)) and Triangle TRACKS ([www.triangletracks.com](http://www.triangletracks.com)). For more information, please contact her studio at (919) 303-2101 or visit her online at [www.shoplaurakelly.com](http://www.shoplaurakelly.com).

About The Rusty Bucket:

The Rusty Bucket, located at 104 N. Salem Street, offers country décor and quality service wrapped up in an "olde' country store" motif. The shop is viewed as downtown Apex's flagship retail business. Contact The Rusty Bucket at (919) 290-2575 or online at [www.therustybucket.biz](http://www.therustybucket.biz).

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