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Candles and Creations sheds light on social issues

Intuition may not be a common term in most business start-ups, but it is what brought together Heather Paine and Casey Webster, co-owners of Candles and Creations in South Burlington.

The two business owners met at a craft show, chatted, and thought little about their conversation until a few months later.

At that time, Paine and Webster say, little things kept happening. "Coincidences" led each to trust her instincts, and out of that trust, a partnership was formed.

"We're both intuitive." said Webster. "And we use that in business."

The co-owners each ran successful part-time creative businesses in the past. Paine was the owner of Dragonfly Gifts, a candle and scent company. Webster ran CW Creations, creating jewelry and magnets. Candles and Creations combines these items and many more in its 13,030-square-foot leased space.

The shop, located at 150 Dorset St., is filled with works of art from more than 40 Vermont artisans. Works range from pottery to paintings, glassware, purses, jewelry, photography, and many other mediums.

Paine and Webster credit Brad Worthen at Vermont Commercial Real Estate with helping them find the space. The unit was updated with fresh paint and carpeting, and the owners say that they used Feng Shui to help achieve a tranquil setting for customers.

"We tried to make the atmosphere peaceful." said Webster. "We're not just selling products, we're selling hope and peace."

Jeannie Lynch of Key Bank and the Key for Women program was very helpful. Though the business is personally financed, Key Bank is used for all the shop's business banking. Rachel Carter PR; Telequity Business Consultants were also valuable in the business's start up.

Candles and Creations' mission is to: "Use our economic prosperity to form a community nexus for art, philanthropy and wellness."

The store offers high-quality products from artists who sell mostly on consignment. A few of these artists include Flashbags, a Burlington company who creates stylish bags and purses; Kimberlee Forney, acrylics painter; and Celia Cuddy, watercolor and mixed media artist.

Paine and Webster said many of the artists selling work in their shop are concerned about social issues, and donate a percentage of their earnings to a cause they believe in.

Candles and Creations donates 15 percent of its revenue to charity, as well. It also wants to shed light on some of the "big issues" - education about topics such as suicide prevention, eating disorders and more. The shop provides a relaxing room that can be used by artists and community members for educational outreach.

Paine and Webster have both lost loved ones in recent years and believe that art and healing go hand in hand. Both owners agree that Candles and Creations is where their mission and passion lies.

"We feel art is the key to healing." said Webster.

The mailing address for Candles and Creations is 150 Dorset St., Suite 310, South Burlington. The phone number is 802.660.8021. The shop is open Monday through Saturday from 10 a.m. until 7 p.m.; Sunday 12 to 5 p.m.
