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Darien Entrepreneur 'Pops Up' a New Shop

by [Casey Donahue](#) 04/26/11



Rosey Costello points out some of the handbags in her new "pop up" store.

Photo Credit: [Casey Donahue](#)

Rosey Costello usually takes her gift items and attire on the road to host trunk shows across the tri-state area. But with the help of her friends and neighbors, she has set up a temporary "pop up" store, Everything Is Rosey, on Post Road in Darien.

"It's a great way to reconnect with people, since I'm on the road so much," Costello said. She likes the stability that comes with having all of her merchandise in the same place every day. "It's nice knowing that I can close up, vacuum and know that everything is set up in the morning when I come in again."

In talking to David Genovese of [Baywater Properties](#), Costello learned of space that would be vacant until August when somebody was set to move in. So they decided to try out a temporary storefront for Costello's business, which will remain open until the end of June. "David Genovese is the reason why this all happened," she said, adding that he emailed thousands on his mailing list to spread the word.

Another huge beam of support came from Costello's friends, who stepped in to help her set up the shop and operate it. "It really is like that old saying, 'It takes a village.' My friends helped me get this place set up in only three or four days," she said.

Nearby business owners welcomed her to the neighborhood and referred customers to her. "Here, it's not about everybody looking out for themselves. It's about looking out for the entire strip."

Costello prides herself on offering unique home furnishing gifts and seasonal clothing, all for less than \$100. Many customers stop in to grab a quick gift for a teacher, and sometimes a real estate agent buys an item to spruce up a home he or she is showing.

Costello has no plans to set up a permanent shop — she has more than 50 trunk shows scheduled. But she said the experience has made her think about keeping her eyes open for places that might be open to rent in the future.

Do you know of any other "pop up" shops in Darien? Tell us where they are in the comments below, on [Facebook](#) and on [Twitter](#).



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