

A 'Joy-Full' shopping experience awaits

Coldspring gift shop celebrates friendship Story By ANDREA AGARDY

When Patty Kelley relocated to Coldspring, she knew she wanted to be her own boss. After 18 months working remotely for a sales and marketing company back in Houston, she took early retirement and opened the Joy-Full Living Shop on the square.

"This is my first time in retail and my first time to own my own business," she says. "When I moved here, I made it a commitment to myself that I would get involved in the community. I would be no good sitting at home with too much time on my hands, so I decided to start this shop."

Kelley's business is now going strong, and she's determined to keep it up. "I'm not going anywhere," she says. "I'm here for the long haul."

HONORING A FRIEND

The unusual spelling of the gift shop's name is an homage to Joy Lou Finley Griffin, whom Kelley describes as "my first friend." The tribute to Griffin is also on display in the store's logo — the gardenia is a nod to Jungle Gardenia perfume, her favorite, while the "Joy" in the shop's name depicts her actual signature.

Patty Kelley makes many of the products she sells in her shop.



"We met in Sunday school and went through every milestone in life together," Kelley says. "She passed away in 2009. It seemed fitting that she be part of the shop. She would love it."

SOMETHING FOR EVERYONE

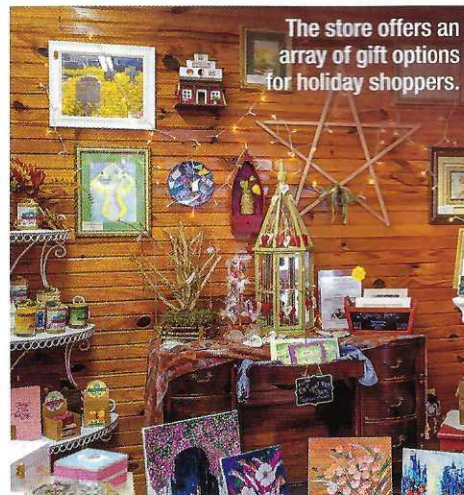
Kelley takes care to ensure Joy-Full Living Shop offers items that appeal to a wide range of interests, tastes and budgets. Shoppers can find everything from bath and body products — some of which Kelley makes herself — to healthier-alternative baking mixes, gourmet pastas, handmade bags, organic spice mixes, organic teas, local honey, children's items and much more.

"One of my biggest sellers is an all-natural lotion bar that I make," she says. "I love mango butter. It's in my lotion bars. I found a recipe for facial moisturizer with mango butter. I sell a lot of it, and it's outstanding! I've been using it for months, and it's just wonderful on your skin."

Kelley lists all her vendors on her website, and she makes a point to source her merchandise from small American businesses whenever possible. "I try to do as much local or made in the USA as I can," she says. "Some things you can't find made in the USA, but my goal is to find things that are unique and not something you find every day."



The signature in the store's logo is the actual signature of Kelley's childhood friend, Joy Lou Finley Griffin.



The store offers an array of gift options for holiday shoppers.

BROADBAND MAKES IT POSSIBLE

Kelley says the fast and reliable internet service she receives from Eastex Telephone Cooperative is vital to her business, and the early days of the pandemic helped prove her point. When she closed her shop in March and April, Kelley pivoted to online sales, shipping products all across the country and even delivering within a 10-mile radius.

"It's absolutely important," she says. "I would reach very few people if I had to depend on the paper and publications to get the word out in the area. The internet is definitely something that I have to have to get the word out and keep myself in front of people and remind people that I'm here and about what I have to offer, new things in stock and events we have in the area. I try to be out there as much as possible, and without the internet, it would be really hard to do." 📧

Joy-Full Living Shop

40 State Highway 150, Coldspring
936-653-3578 | Joyfullivingshop.com
@joyfullivingshop
on Facebook and Instagram
Open 10 a.m.-4 p.m. Tuesday through
Friday and 10 a.m.-5 p.m. on Saturday