

Get the Rodeo Drive Boutique Treatment in Townsend! OH yeah!

By Janet Bohling

TOWNSEND, MA - Do you want to have fun while you shop? Do you want to feel like every time you blink, you open your eyes and find a treasure? And do you want to be catered to as if you were a 'guest' in the finest boutique on Rodeo Drive? Before you travel across country, or even brave the masses at the mall, listen up, because you're going to be amazed!

This season I tried online shopping and immediately became skeptical. Is it going to fit? Is it quality? I even got suspicious and wondered if the site was really safe? I chicken out and headed to the mall, to once again wrestle overstuffed racks with outstretched clothes. Until I found Evans. At Evans you find high quality US made clothing, fine European garments, hand painted leather pocketbooks, and high quality shoes that you'd swear were crafted by a master cobbler. No only that, there's the Outdoor Store with everything you need for fun in the snow and sand, quality baby clothes and toys, as well as accessories for the home that will make you feel like you were living in a Norman Rockwell painting. Honestly, this store is now my go to place when I need, OK want, something fantastic to wear or that blow-away gift that will make me the favorite among my friends and family members. No more guessing size, hoping for quality, wandering the mall and worrying about security. I found shopping nirvana!

Allow me to give you a tour. Step over the threshold and immediately you'll realize you hit the jackpot. Your eyes dance soaking in all the colors and textures. The store is huge, yet, it is utterly charming. There is wood and beams everywhere and it feels more like an old trading post on the side of the Swiss Alps. OK, I've never been there, but don't take away my dreams!

Each department features only the worthiest products. It's all about quality here, tons of it, and at every price range. Walk to the left and towards the back of the store and you find the 'Man Cave.' That's what I call it. What a place! I was shopping for Christmas presents but needed help. Fortunately, I was greeted by Matt Evans, the Store-owner. Matt has the experience to know the trends and the time-tested, and the products in his store reflect his knowledge. The 'man cave' as well as the women's department is chock full of high quality brands such as, Filson, Kuhl, Alp n'Rock, Royal Robins, Exofficio, Travel Brand, Northface, Holbrook, Bunnies By The Bay (how cute is that!) and Dale of Norway. And if you are a working guy, you have to see the line Evans carries. Arbor Wear is a turbo charged version of all other work clothes I have seen on the market. This is honest clothing. Authentic, rugged comfortable, and engineered to make outdoor work a bit easier. Arbor Wear



is true to their name. You could climb a tree in these pants without even scraping the surface the titanium-like cloth.

If you're in the market for footwear Evans is the place. Here's why. Gary Evans, Matt's father, was a Sales Manager for Wolverine Boots for several years before he and his wife Shelia opened Evans on the Common in 1979. Gary knew shoes and selected only the brands that fit his stringent quality standards. That tradition of uncompromised excellence is still palpable today throughout the store, and no more so than in the Evans shoe department. I found two pairs for my sons that were absolutely beautiful, or rather handsome. Whatever! They were a hit. However, one of my sons had to get refitted. A non-issue; that's what Evans specializes in. My son was catered to and fitted to perfection as if the shoes were molded around his feet. You'll get fitted that way too! In fact, Podiatrists and Chiropractors from all over recommend Evans to their patients. So you're in excellent hands!

Next stop is the Outdoor Store on the second floor where quality items abound for nearly every adventure. The inspiration for the Outdoor Store stems from Matt's life-long passion for the outdoors and his rudimentary understanding of the importance of high quality gear. Whether you're new to the outdoors or a trailblazer, Evans will gladly share their enthusiasm and offer the highest quality snow shoes, cross country skis, outdoor wear, knives, Ruffwear for dogs, and camping equipment. Whether it's trails, slopes, sand or waterways...Evans can help you be better prepared so you can have more fun!

I would be remiss if I did not mention the Evans staff. At every visit, I was treated less like a customer and more like a family member. Claire spent hours with me helping me to choose the perfect Christmas gift for my Pastor. The patience that woman has is astounding! After all that, and days later, she even invited my dog Ava into the store. Ava need a pair of shoes too. OK, I admit I'm a bit obsessed, but she's so cute! The snow was balling up between Ava's pads and I turned to Evans for help. I didn't know what size she needed so Joe welcomed Ava into the shoe department for a fitting. It was hysterical, and the careful attention he gave Ava was heart warming.

Evans By The Common is a jewel. As a second-generation family store, Evans remains true to its roots and is firmly planted in honesty, passion, and responsible business practices. By doing so, Evans has won the loyalty of customers and employees alike. Their core purpose surely can be seen and felt the moment you enter their store: to inspire quality and a love for the outdoors, to provide an unparalleled shopping experience and to outfit for a lifetime a community of adventures, mothers, fathers, children, and pets! *See their front cover ad for a special offer!*