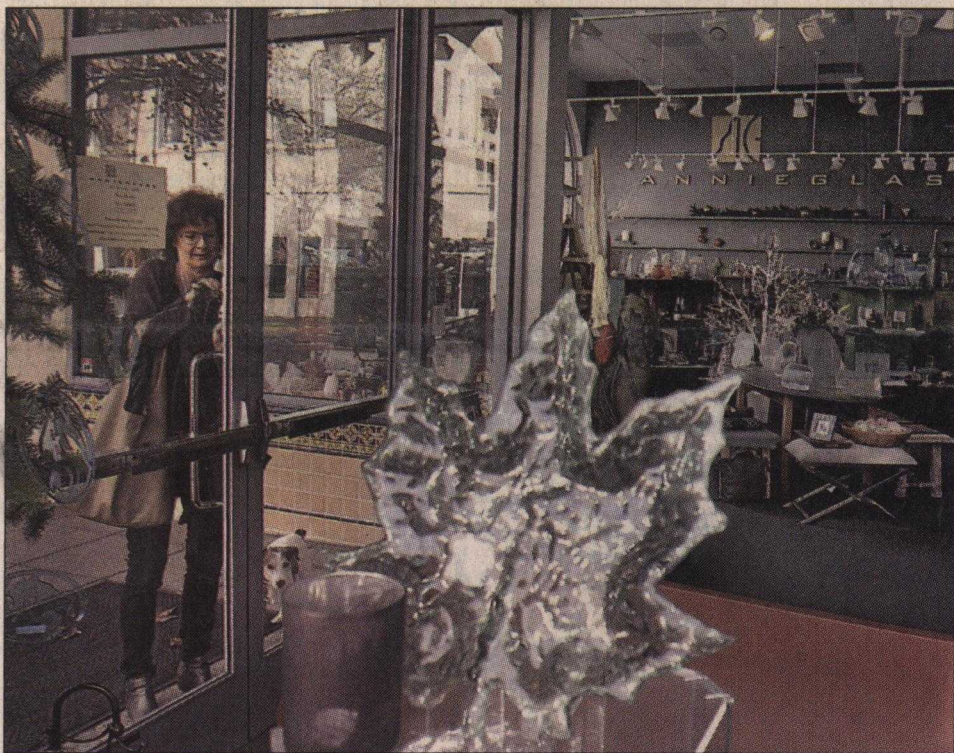


SANTA CRUZ

# SANTANA ROW CALLS ANNIEGLASS



SHMUEL THALER — SANTA CRUZ SENTINEL

Ann Morhauser heads into work at her Annieglass store on Cooper Street. Morhauser, who has operated a store in downtown Santa Cruz since 1993, will close the location for good after this holiday shopping season and open a new store in Santana Row.

## Last Christmas holiday for downtown Santa Cruz designer glassware shop

By Jondi Gumz

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**SANTA CRUZ »** Annieglass owner Ann Morhauser plans to close her retail shop downtown in January and open a location at Santana Row, the 12-year-old upscale shopping, dining and residential destination in San Jose.

"For years and years, they asked me to come," said Morhauser. "I'm just following my customers."

She will be opening there in March near the Left Bank Brasserie and plans to hire new staff from the area to keep the shop open from 10 a.m. to 10 p.m.

Santana Row develop-

ers tout customer access to "luxury shops" such as Gucci, Salvatore Ferragamo and Kate Spade.

On the 10-year anniversary, the complex reported average tenant sales had risen to "\$400 to \$600 per square foot, reaching levels comparable to the top fortress malls in the U.S."

Morhauser's designer glassware is a frequent thank-you gift for Santa Cruz Chamber Women in Business events and her shop a popular stop at the Cruzin' Courses fundraiser but early on, Annieglass developed a following far beyond Santa Cruz.

Annieglass has showrooms in Dallas, Atlanta, Los Angeles and New York, with

400 wholesale accounts including Nieman Marcus and Bloomingdale's.

Oprah Winfrey, Jennifer Aniston, Caroline Kennedy and the Smithsonian American Art Museum have purchased Annieglass for their collections.

"It's a pretty big job with the wholesale business," said Morhauser, a dedicated blogger who employs 25 to 28 people including a dozen who actually make the glassware.

In June, Morhauser spent a week in Algiers teaching marketing and craft techniques to glass artisans at the invitation of the Algerian Ministry of Tourism and Handicraft.

Morhauser started making glassware in the Sash Mill off River Street in Santa Cruz in 1981 and opened a small shop downtown in 1993.





SHMUEL THALER — SANTA CRUZ SENTINEL

Ann Morhauser has a global reputation for her unique Annieglass artistry. Her glassware is manufactured here in Santa Cruz County, and is predominantly sold wholesale to other merchants.

## Glass

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"We were one of the very first stores to open after the quake," she said, recalling how *Sunset* magazine ran a photo marking the occasion.

After 15 years, she purchased a warehouse in Watsonville to bring together the manufactur-

ing, corporate and design offices under one roof.

When the new Cooper House building was completed in 2000, she moved her downtown retail shop there, taking advantage of the picture windows at 101 Cooper St. to display her wares.

Ten years ago, she expanded the Watsonville operation to accommodate wholesale demand.

She has hosted Mother's Day sales at the Watsonville outlet store that over the years raised more than \$100,000 for Jacob's Heart to help families of children with cancer.

The outlet store offers "Pours and Tours," local wine tasting from noon to 4:30 p.m. on Fridays, Saturdays and Sunday at 310 Harvest Drive with a tour of the glass-making

studio at 2 p.m.

The Annieglass outlet is one of 20 Watsonville businesses participating in this year's factory outlet sale slated for Saturday from 9 a.m. to 4 p.m.

Morhauser said she hopes locals will visit her new space, the Watsonville store or shop online at [annieglass.com](http://annieglass.com)

"As I learned early on, a purchase is the nicest compliment," she said.