

## Wit & Whim

‘Everything in my shop has a story,’ said Laurie Scheinman, owner and founder of Wit & Whim, a 5-year-old gift store in Port Washington.

Scheinman, 54, who juggles her practice as a child and family therapist in Williston Park with her second career as a retailer, said she seeks to give shoppers the feeling that they are on holiday and have wandered into a shop reminiscent of an old-time general store.

‘You go on these great vacations to Maine or Canada that have these handmade or vintage items,’ she said. ‘We [choose] goods in the store to replicate a vacation spot.’ Her store offers a wide array of gifts, including jewelry, scarves, pottery, glasses and handbags, some new, some vintage.

For those who can’t come to Port Washington to tour the shop, the store offers a concierge service. Shoppers can call or email, describing details about the recip-



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**Laurie Scheinman picks items “to replicate a vacation spot.”**

ent. The concierge then emails pictures of items for consideration.

The store, which does about 29 percent of its sales during the winter holidays, also has a social mission, describing itself as the “little shop with the big heart.” Scheinman said she doesn’t take a salary and all profits go to charities that rotate monthly.

— KEN SCHACHTER