

Wit & Whim Finalist For National Creative Prize

By **PORT NEWS STAFF**

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Wit & whim, Port Washington's philanthropic life and style shop, has been selected as a nationwide finalist for Gifts and Decorative Accessories' 63rd Annual Retailer Excellence Award in visual merchandising.

The visual merchandising award recognizes innovative and engaging window and store displays. Wit is the only store in the state to be up for any of the Retailer Excellence Awards, which have six categories.

The shop, at 6 Carlton Ave., donates 100 percent of its profit to a different charity every month, so shop owner Laurie Scheinman must use creative, cost effective solutions to enhance her cutting edge design.

In addition, three times a year Scheinman invites children, ages four to 10, to help craft window designs to reflect the spirit of the local

waterfront community.

In honor of Earth Day, children collected and recycled 40 pounds of broken toy parts to form a pair of three-foot w's to represent wit & whim. Another time, the children beaded and colored seventies'-inspired Native American craft work that hung throughout the windows, celebrating the fair trade goods sold at the shop.

Scheinman wrote about the news on her blog, saying: "I can't believe it, we've made it to the retail Oscars. I can't believe we are a finalist among so many amazing and very well established stores. This is thrilling."

The winners will be announced at a gala event on Sunday, Aug. 17, at The Lighthouse at Chelsea Piers during the NY Now trade show, the headline sponsor of the awards program.

For more information: Laurie Scheinman, 516 944-9200, or witandwhim@gmail.com.



Laurie Scheinman and some of the youngsters who play a role in creating wit & whim window designs.