

CASE STUDY



BEFORE



AFTER



A Unique SHIFT

Sometimes great design starts with seeing the potential where others see challenges. When FUNchitecture owner and architect Shannon Easter White relocated her retail boutique to Fenton, Michigan in 2025, she found that potential in a building originally constructed in 1880. After seven years in its original home below FUNchitecture's offices in Flint's historic Capitol Theatre, the boutique was ready for a new chapter. And the historic Fenton building was ready for a serious transformation.

Years of deferred maintenance had taken its toll. The storefront leaked, the roof leaked, the front and rear doors were failing, and the structural 2x8s supporting the first floor were beyond repair. Rather than simply make repairs, Shannon and the SHIFT team saw an opportunity to breathe new life into the building while creating a retail environment as distinctive as the products inside.

Meticulous attention to detail guided the restoration from the outside in. A completely new storefront was designed by

FUNchitecture, giving the historic building a fresh, contemporary presence while respecting its character. Inside, gorgeous arched built-ins provide an eye-catching backdrop for the latest and greatest fashion trends, while grasscloth wallpaper adds texture and warmth to the fitting rooms.

Every detail was thoughtfully considered. Penny tile adapts beautifully to the building's uneven slab in the new restroom and kitchen, while updated lighting helps create the boutique's signature bohemian "lakefront" vibe. With at least four local lakes within five miles, the location provided plenty of inspiration for a space that feels relaxed, eclectic, and distinctly Fenton.

A careful restoration, creative vision, and a healthy dose of FUNky design helped transform a tired historic building into a thriving retail destination, with the boutique achieving a remarkable 700% growth margin in its first year. Turns out, great design can be good for business, too.