

One in a Vermillion

A Blue Monarch spreads its wings in Vermillion

By Alan Dale

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She came home because she needed to help her son become a boy of Vermillion.

Amy Christensen needed to come home again and with that began her own personal evolution.

Because of that, Vermillion will be the new home of not just Christensen and her family, but also The Blue Monarch, a boutique for all women looking to enhance their look.

"I want it to be where people can come in and tailor it to their own personal style," Christensen said. "I am not a suit-y type of store. So if you have to work in a place that requires you to wear suits you won't find that here. You may find a cute top to go underneath the suit."

"It will be for ages 18-80. There are things here for college girls and not for college girls. It will be geared toward women of all ages. It's a universal boutique."

This "casual eclectic" store, located at 120 West Main Street, is set to hold a soft opening Friday with hours from 10 a.m. to 6 p.m. Tuesday through Saturday. A grand opening is earmarked for after Labor Day.

Christensen believes it's the kind of place where women can come in and find their niche style and also find that perfect dress one can wear to work and then run out to see her kid's

soccer game.

Vermillion has seen a few of these stores set up shop in town and Christensen says more power to the women of Clay County.

"I think there is a need for it," she said. "There a lot of women in this community and surrounding communities that need someplace to go and shop. A lot of women who are in there 30s and up are working moms and want something nice and stylish."

"I feel like I want to provide that for women in this community. Women want clothing but don't want to have to drive to a mall and would rather shop locally."

The college atmosphere doesn't hurt as the college women continually search for what's hip and those ladies who have gone on to careers and families can accentuate their own looks.

With two different driving forces and motivations at play, they can only help push the other toward newer, chic trends.

"There is influence on both ends," Christensen said. "Youthful women come in and they dress differently and women of all ages see that and want to feel that way too. What I want for a woman that walks in here is to be feel wonderful and feel good about herself. Whatever size she is she should feel like she's stylish and have her own style."

"Having a college town



Amy Christensen aims to make women of all ages feel wonderful when they walk into The Blue Monarch on 120 West Main Street.

(Alan Dale)

you are bringing people from all over with their own styles too."

After growing up in Vermillion, Christensen left town to attend college in Minnesota where she earned degrees in clothing design and textiles. Eventually she began working for various clothing companies until moving to Colorado Springs with her husband.

There Christensen latched on with Terra Verde, a clothing store/boutique, and rose from temporary sales person to general manager after 16 years.

She considered staying on longer and exploring other, expansive options.

"It's a wonderful business and it was a hard decision to leave," she said. "I loved my boss, I loved my coworkers, and I loved my customers."

"But my family was back here and I lost my mom."

Her mother Ann passed away in March of Alzheimer's and she returned to Vermillion to be

closer to her father Marvin and other family members.

Then realization sunk in when she saw her 3 1/2 year-old son in the foreground of living in Vermillion.

"I want him to grow up here," she said.

Then she also got a little bit of whimsy: "And I also thought there could be a little bit of a Terra Verde here."

Thus the Blue Monarch was born.

"I have always liked butterflies because they are a symbol of transition, transformation, metamorphosis," Christensen said. "They change in a comfortable way. Seasons change, clothing changes, so it all seems to fit with a clothing store."

"Blue is for my mother who passed away in March of Alzheimer's and it was her favorite color. And Monarchs are beautiful. I always loved the image of the Blue Monarch."

So hoping to make women beautiful via clothing, jewelry, scarves,

hats, gloves, etc. Christensen will try to wield her connections made over nearly two decades to bring quality products home.

"It was an education beyond anything I got in college," she said of her work experience. "I developed a clientele and discovered what works. Now I know what works."

Visits to Denver or Minneapolis will be more of the norm due to location, but Christensen plans to take product scouting trips to Las Vegas, Los Angeles, and New York when she can and sees fit.

Currently she is the only employee, but that will change.

"I need to get a feeling for traffic, but one day I will have to get some more product," she said. "So then I will need someone to watch the store when I'm gone."

For more information about The Blue Monarch call 605-658-1100 or email them at BlueMonarchMT@yahoo.com.

1101 Announcements - Events

BERGEN LUTHERAN CHURCH

"The little white church on Timber Road". Worship 10:30 am, Sunday School 9:15 am.

BLESSED TERESA OF CALCUTTA CATHOLIC CHURCH

995 N. Sioux Point Road, Dakota Dunes, SD. Weekend Masses: Saturday, 4:30 p.m.; Sunday, 9:30 a.m. and 5:30 p.m.

BRULE CREEK LUTHERAN CHURCH

Elk Point, SD: Worship Service 11:00am, Sunday School 9:45am to 10:45am.

CHRIST OUR SAVIOR

Wisconsin Evangelical Lutheran Synod: Worship Sunday 6:00 p.m., Bible Study Tuesday, 9:00 p.m., Neuharth Center, 624-5398 or 1-800-998-1234

CHURCH OF CHRIST

102 Prosp: Sunday Worship 10:00 a.m.; Bible Study 9:00 a.m.; Bible Study 12:00 noon; Wednesday Night Classes, 7:00 p.m.

CONCORDIA LUTHERAN CHURCH

(LC-MS) 7 South University Street, Vermillion. Divine Service - Sunday, 10:30 a.m.; Sunday School - Sunday, 9:00 a.m. Pastor Samuel Needham. Contact us at (605) 624-3459 or at lcmsvermillion.org

CORNERSTONE CHURCH

A Place To Grow: Located at the corner of Crawford & Cherry St. Celebration Service: Sunday during the School year 9:00am and 10:30am (subject to change during holidays) in the summer Sunday 10 AM. Check us out at cornerstonesd.org or call (624-8809) for further information.

DALESBURG BAPTIST CHURCH

30503 466th Ave., Beresford, Pastor Darren Regehr. 9:45am, Sunday School; 11:00am, Morning Worship; Mid-week Services Wednesdays, 7:00pm. (605)253-2622. www.dalesburgbaptist.org

DALESBURG LUTHERAN CHURCH

12 miles North of Vermillion on University Road. Worship Services 9:15 a.m. Sunday School 10:45 a.m. Website: www.dalesburglutheran.org

ELK POINT BAPTIST CHURCH

Sunday worship at 11:00am, Tuesday evening Bible study at 7:00pm. 101 North Green St., Elk Point, SD 57069. (605)222-1981.

FAITH FELLOWSHIP of the Open Bible on Bypass 50 and Highway 19: Sunday Celebration 10:30 a.m. Pastor Tony Armbrust, 624-2921.

FAITH LUTHERAN CHURCH

401 Main Street, Makell, NE. Worship: 9am. Communion: 1st and 3rd Sundays. (605)658-0240 (home) (402)-692-3323 (church).

FAITH UNITED LUTHERAN CHURCH

ELCA, 44874 303rd St/Po Box 168, Volin, SD 57072, (605)267-2277. Sunday Worship: 9:30am with Holy Communion the 1st & 4th Sundays. WOW Wednesday program beginning at 6:30pm for all children 3 yrs old - 7th grade, and confirmation classes for those in grades 8th & 9th.

IMMANUEL LUTHERAN CHURCH

Elk Point, SD: Worship Service 9:00 a.m., Sunday School 10:00 a.m.

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