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Bringing Order to the Workplace

Christine Plantan believes there's beauty in order. Her store sells goods that make a work space a favorite place.



PROFILE

NAME: Christine Plantan

BUSINESS: Russell+Hazel

LOCATION: 4388 France Avenue South, Minneapolis, MN 55410 (952) 279-1360

INSPIRATION: taking surprise and delight in little things

"Finances can be an obstacle when establishing a business, but think about why you started it, and remember that every time you have to make tough decisions."

If Christine Plantan had her way, no child would be caught carrying a plain three-ring binder to class, especially at the beginning of the school year when first impressions from peers really matter. "Our work tools say a lot about us, and they should be inspiring," says Christine, a former architect who is also a wife and a mother of two teenagers. "If we're going to work with something every day, why not make it an extension of who we are." Christine did just that after searching in vain for a suitable homework binder for her oldest, who at the time was starting high school. "I ripped the spine out of a few store-bought three-ring notebooks and reassembled them to how I thought they should look—to be aesthetically pleasing and functional," she says. However, it wasn't until her daughter came home with pocketsful of money and a list of students also desiring a fashionable binder that she decided to act on her ideas. In 2002, Christine founded Russell+Hazel, a bright, airy store in Minneapolis that sells organizing and paper products (above right). Every desk accessory in stock is designed by Christine and her creative team, then produced in quantities by her manufacturing partners. She is bringing a decorative new order to personal work spaces. CL



"We didn't have choices before," says Christine. "Now we can organize with style." LEFT: The black-and-white Mini Pattern Binder adds art to a desk, \$16; russellandhazel.com.

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