



An old Firestone garage.

50 years of grease build-up spread over 12,700 sqft.

Five huge lifts down the center.

What was the environmental study going to look like underneath?

We didn't care.

All we saw was the vision.

The morning sunshine in the windows, Christmas shopping while seeing big snowflakes falling outside no matter where you were in the store, enough space to spread out and hold crafting workshops, cooking classes, and a sleek modern wine/beer bar so customers can “sip & shop” whenever they wanted. And plenty of room for a design studio in the back. Plus in the summer, especially when there are downtown festivals, we could even open up the garage doors. **It was perfect.**

Now all we needed was to do some convincing.



before





It was a tough sell.

It was a lot of risk.

We didn't have the years of experience investors wanted.

We had eight months in a small space where the retail part was only "pop-up shoppe" style. The plan we were proposing was to start with 5700 square feet of showroom space, 1800 sqft design studio and leave the rest for workshop and warehouse space. We may not have had traditional retail experience, but we did have tons of passion and we had done our homework that proved Sioux Falls was ready for Zing.



For instance, in 2011, sales of furniture in Minnehaha County and counties within a 150 mile radius, were \$204,995,000. Projected sales in 2016 are \$247,069,000. While the focus of Zing may feel like furniture, it is not a furniture store. It's more than that. It has to be.

People want more. More than the expected overwhelming big-box store of sameness—and more than the high-end interior design boutiques that cater to the wealthy.

Sioux Falls doesn't have a lifestyle store. Especially not one that is modern yet grounded, with organic sensibilities. A place where you can pick up a whimsical card today and aspire to buy the modern couch when you furnish your home later.

Currently, young professionals and those moving into the area are grabbing a truck and heading to Omaha or Minneapolis to find furniture and home decor. Or they are holding their breath, and ordering online—taking a risk on the quality of the item since they can't touch it, feel it, or sit in it.



before



The world has enough despair.
It's reached it's limit with haters.

It needed something new.

And it needed to start in Sioux Falls, SD. A thriving community of 250,000+ shoppers, but a place where people were afraid to go beyond beige, to fill their homes with their personality and not the safe, expected choices leaving them feeling uninspired and blah.

So what exactly is Zing?

To us, it's the feeling you get when doing what you love or seeing something/someone you love. It's a noun. It's a verb. Yes, one can zing!

And one thing that makes us zing is design. Really good design. Because over the years we've seen how good design can connect people and give them the tool that they need and don't know how to express themselves. Whether it's in a card, on the end of a lollipop stick, sitting on a shelf or the overall interior of a house -the world needs more zing!



Expanding from 1200 sqft to 12,700 sqft has evolved Zing into the creative center we've always imagined and has brought much needed inspiration to the region. The store traffic has increased ten-fold and we are exceeding expectations by 20%, and each month it continues to grow. We have not had the need to advertise in the traditional sense, as our bet that our location and story would serve us well, has paid off. Word-of-mouth has been exceptional and people are driving from a couple hours away just to come experience some Zing.



after

Zing isn't just a place to shop.

It's a community for people who love fresh, innovative design. As a design-inspired lifestyle store, zing is part modern home furnishings, part whimsical gifts, part unique event space and 100 percent design-inspired.

yoga at zing



"Sip & Create"



charity fashion show set-up



Construction started September 25, 2012 and we opened our doors on November 8, 2012.

Most had assumed that since it was a "special use" property it would be astronomical to get commercial retail occupancy. However, Julie went down to City Hall and the records showed that it was considered retail as Firestone had first sold appliances and televisions, later adding the garage. Boy, did we annoy some local developers as our location is the gateway to downtown and is one of the busiest intersection in the state. We were also able to get the building for a great price as everyone assumed the "environmental clean-up" would be a nightmare. Luckily for us, the reports came back clean.

