



The owner and operator of The Savvy Brush is Stacey Roufs, who saw Faribault as a market ripe for her furniture restoration and unique goods business. (Gunnar Olson/Faribault Daily News)

THE SAVVY BRUSH

Offers Unique Restored Furniture in
Historic Downtown Faribault

By GUNNAR OLSON

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Stacey Roufs looked high and low to find the right space for her furniture restoration shop. When she happened upon her suite at 318 Central Avenue in Faribault, she knew she had found a permanent home.

“Last summer, when we moved here, I realized there was nothing like this down here,” she said. “This space screamed that it needed something really special.”

After opening The Savvy Brush in November 2017, Roufs filled the space — with exposed brick and a giant window facing downtown Faribault — with her restored,

painted furniture and other vintage, rusty, primitive items she calls “unique finds.”

For years, the space has been known to Faribault shoppers as an annual landing spot for pop-up shops, so when she moved into her store, she was asked many questions about how long she would be open.

She’s happy to say that she’s here to stay.

“Everybody is so friendly down here and I’m so happy to have a shop in this building,” she said.

Her new neighbors, including Glass Garden Beads owner Suzanne Klumb, are happy to see her there, too.

“I was delighted with the fact that she had made a commitment to the space and to the business,” Klumb said.



The Savvy Brush opened in November 2017 in this sun-splashed, Central Avenue-facing location. (Gunnar Olson/Faribault Daily News)

Addicting

The fascination with restoring old furniture began when Roufs was in college, working toward a degree in animal agribusiness. After college, she stopped her hobby because the paints she used were no longer up to snuff.

That is, until she discovered Farmhouse Chalk Paint, which she found more practical and stylish. Using the new paint, she fell in love with the art form once again, and looked into making it a career. "It's so addicting to find the piece and restore it," she said.

While her career path was not typical of an animal agribusiness major, she still holds a dear "affection for farming," utilizing farm pieces in much of her work and in her store.

"It's a great shop," said Klumb of her new neighbor. "It shows all of the love she has in home furnishings and some fun accessories."

Along with her furniture work, Roufs also features signs and towels. Much of what one sees inside the Savvy Brush is crafted by Roufs, but she also features 15 other artists' works.

The Savvy Brush is quite the family affair, too, as Roufs credits much of her early success to her "right hand man" and husband Dale Roufs.

Her grandmother, mother and sister also contribute to the store with their own creative oil paintings, signs and towels.

Bachrach Building

When asked to describe what caught her eye about her Central Avenue-facing store in downtown Faribault, Roufs replied with a question of her own.

"What's not to like? Everything good about an old building is in here," she said. "It's the perfect backdrop to showcase old wood furniture."

Roufs' journey to find a space suitable for her business took her to nearby Northfield and Owatonna, but, as she says, "there wasn't anything like this."

In addition to the physical location, Roufs enjoys the camaraderie of the Bachrach Building, too, which is predominantly inhabited by female store owners and operators.

"My sister lives in Indiana, but being here is like having sisters around every day," Roufs said of Bluebird Cakery, Two Sisters Sewing and Alterations and Glass Garden Beads down the hall. "It feels like a family."

Klumb said Roufs' personality fits in well with the other store owners, but so does her business.

"There's an artistic flair about it," Klumb said. "It just fits really well."

Gunnar Olson is a reporter for the Faribault Daily News.