

# What's in a Name? Visit Blend Indoor Outdoor in Avondale to Find Out

JACKSONVILLE, Fla., Sept. 14, 2015 (SEND2PRESS NEWSWIRE) – Blend – a lifestyle retailer showcasing artfully curated furniture and decor – brings a much needed breath of fresh, open air to the home furnishings market in the Jacksonville area. The newly hatched shop is opening its Parisian blue doors for a grand opening soirée this month and the community is invited to attend.

The owners, husband and wife duo Christian and Georgia Miller of Ortega Forest, have teamed up with Jen Bryie, the seasoned general manager and designer of the well-known Anita's Garden Shop and Design. On Bryie's expertise, Christian remarked, "Jen is well known around the city for her eye for beautiful décor, so we are very lucky to have her as our head designer and creative lead."

With Blend, Christian and Georgia are continuing on the successful familial tradition of bringing upscale retail to the area: Christian's mother is Anita Miller, owner of [Anita's Garden Shop and Design in Avondale](#).

Blend's inspiring collection of modern and traditional decor encourages its shoppers to rethink and reinvent what is possible, both within their homes and beyond. Blend's lifestyle pieces reflect the Millers' vision, according to Christian, "We aim to help our customers blend their indoor outdoor lifestyle through a mix of modern accessories and furniture and traditional styles. We offer fresh, new lines of indoor and outdoor furniture along with pillows, linens, lamps, mirrors, containers and more."

Stop by Blend on September 24 – [located at the Shoppes of Avondale](#) (3639 St Johns Ave) in Jacksonville – for the big reveal party. Celebratory libations will be served alongside a fresh slice of Blend's unique style.

## **About Blend Indoor Outdoor Inc.:**

[Blend Indoor Outdoor](#) is a lifestyle retailer located in the Shoppes of Avondale, Jacksonville, Fla. Our concept is to blend modern and traditional decor that opens up and renews the indoor and outdoor living spaces of your home. We offer fresh, new lines of indoor and outdoor furniture along with pillows, linens, lamps, mirrors, containers and much more.

More information online: <http://www.blendindooroutdoor.com/>.

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