

Contact: Bianca Shoneman, Chief Executive Officer

Phone: (910) 223-1089

Email: bianca@coolspringfay.org

FOR IMMEDIATE RELEASE

Dec. 8, 2022



White Trash & Colorful Accessories Shop Announces Rebranding Initiative

Downtown Store Now Known as Cursive Has Evolved Over 17 Years in Business

Photos for Promotional Use:

https://www.dropbox.com/sh/rdmodlw3pw59a8t/AAB2vspjhtJCikq8GYkgxuW_a?dl=0

Fayetteville, N.C. – The Cool Spring Downtown District (CSDD) shop formerly known as White Trash & Colorful Accessories has announced a rebranding initiative, permanently changing its name to Cursive.

Located at 223 Franklin Street, Cursive is owned by Molly and Bruce Arnold, a couple of downtown’s longest-standing shop owners. The Arnolds also own the full building where Cursive is located, sharing space with up to four lessees, and Rude Awakening Coffee House on Hay Street.

In Molly Arnold’s attempts to build a new website for White Trash & Colorful Accessories recently, she made a decision “to ditch the tongue-in-cheek, temporary name that really no longer was descriptive of the evolved store,” as she shared in a recent Facebook post. After much research, she landed on the word “Cursive” for her shop. Her inspiration for this particular name came from her love of cursive handwriting and its “fancy, individual, and ornate” style, which describes the type of wares she now sells there.

The Arnolds originally invested in the Franklin Street Place property in 2001, when the building had been condemned and plans were in the works for it to be torn down to make room for a surface parking lot.

As Molly Arnold also expressed in her Facebook post, “I strongly felt that we couldn’t call ourselves a successful downtown by just counting 3 blocks of Hay Street.” When she looked at the Franklin building facade, she saw much more than just a condemned building; she saw “5 shell vanilla box spaces with great storefront windows, tall ceilings, street visibility, a place for a woman with a dream of having her own business to give it a try.”

The Arnolds completed construction on the Franklin building in May 2005 and welcomed their first tenant. In an effort to attract other tenants, Molly Arnold filled a corner of the building with white, shabby-chic items and rusty, metal outdoor furniture (her inspiration for the “White Trash” part of the shop’s name), as well as artsy and eclectic items (representing the “Colorful Accessories” part of the shop’s name).

Since that day, 17+ years ago, the Arnolds have welcomed a wide variety of tenants that brought baby shops, African art, a fashion boutique, salons, interior design and decor, a butcher, and much more to downtown.

Even if downtown's visitors have not stepped inside the Franklin Street Place shops before, they might know them from the colorful 'Love Locks Wall' on the side of the building, as it is one of many photo-ops visitors like to frequent.

CSDD's CEO and president, Bianca Shoneman, shares her own thoughts on the Arnolds' contributions to the district: "The Arnolds are well known and respected for being at the forefront of downtown Fayetteville's revitalization efforts, long before many others gave it a chance, and their businesses have had to evolve with the times to make it through economic downturns and more."

"During this holiday shopping season, especially, I'd encourage our downtown visitors to step off the thoroughfare of Hay Street," Shoneman continues, "and take advantage of the 'shopportunities' that the darling Franklin Street Place shops, including Cursive, and other side-street stores have to offer. As Molly Arnold herself would say, 'See you downtown!'"

Visitors to and residents of Cumberland County may follow CSDD's efforts and announcements on their website at visitdowntownfayetteville.com, on Facebook at [@CoolSpringFAY.org](https://www.facebook.com/CoolSpringFAY.org) or [@downtownfayetteville](https://www.facebook.com/downtownfayetteville), or on Instagram at [@coolsspringdowntowndistrict](https://www.instagram.com/coolsspringdowntowndistrict) or [@downtownfay](https://www.instagram.com/downtownfay).

To learn about a variety of sponsorship opportunities for CSDD's projects and/or events, email info@coolsspringfay.org.

###

Cursive is a Franklin Street Place shop in downtown Fayetteville, NC that brings you unique curated words, wants, and whimsies. Learn more at shopcursive.com.

The Cool Spring Downtown District, Inc. is a charitable, nonprofit corporation formed in 2017 to create and sustain an arts and entertainment district in downtown Fayetteville, N.C., positioning it as a vibrant center of artistic, cultural, civic and commercial activity. Learn more at visitdowntownfayetteville.com.

For all media inquiries and more information, contact Chief Executive Officer Bianca Shoneman at bianca@coolsspringfay.org or (910) 223-1089.