



ALAMY / JEFFREY ISAAC GREENBERG

Papyrus will close 254 stores in North America, including this one at Grand Central Terminal.

## Stationery chain Papyrus closing all shops nationwide



**RETAIL ROUNDUP**

Tory N. Parrish

tory.parrish@newsday.com

The owner of the Papyrus chain of stationery, greeting card and gift stores will close all its shops in North America, including its only Long Island location — in Roosevelt Field mall in Garden City, the company announced.

The closings of the 254 specialty stores will affect about 1,400 employees, Dominique Schurman, chief executive of Schurman Retail Group, said in a statement. Most of the stores will close in the next four to six weeks.

The Papyrus website says that all full-priced merchandise is being discounted by 20% and all sales are final.

The Roosevelt Field store opened in October 1996 and occupies 1,051 square feet in the mall, said a spokeswoman for Simon Property Group Inc., the Indianapolis-based owner of the mall.

Papyrus was founded by Dominique Schurman's par-

ents, Marcel and Margrit Schurman, in 1950.

Schurman Retail Group, which is based in Goodlettsville, Tennessee, now licenses the Papyrus brand from American Greetings Corp.

"American Greetings, owner of the Papyrus brand, has grown the business since acquiring it in 2009 into one of the most recognizable greeting cards brands in the industry," said Patrice Molnar, spokeswoman for Cleveland-based American Greetings.

Schurman Retail Group also licenses the American Greetings brand name for some of its stores. Neither Molnar nor a Schurman Retail Group spokesman could give a breakdown of how many of the closing stores are Papyrus versus American Greetings.

Papyrus brand cards and

products will continue to be sold in more than 20,000 stores in the United States and Canada, including Target, Kroger, Whole Foods and Rite Aid, Molnar said.

Schurman Retail Group did not provide more detail about the store closings beyond the statement it issued, but the greeting card industry has been challenged by changing consumer preferences for years.

Consumers are increasingly sending their well wishes for birthdays, Christmas and other occasions electronically through email, text messaging, social media and digital greeting cards, instead of using paper cards.

The number of paper greeting cards sent via first-class mail between 2010 and 2018 fell 35% to 1.9 billion, according to the U.S. Postal Service's Household Diary Study.

There was a nearly 27% decline in the amount of retail space occupied by greeting card stores between 2014 and 2019, according to the CoStar Group, a Washington, D.C.-based provider of commercial real estate data.

**READ MORE**  
See prior Retail Roundup columns online.

[newsday.com/retailroundup](http://newsday.com/retailroundup)

## Boutique with a mission relocates

The cause has a new address.

Stacey Wohl, the owner of be(Cause) Lifestyle Boutique, relocated the shop from East Northport to Wading River in November.

Now at 6278 Route 25A, the boutique sells clothing, jewelry, baby books and gifts, body products and home goods. Wohl said the business supports job opportunities for young adults with developmental disabilities.

Two autistic women volunteer in the shop, including her daughter, Brittney, 22.

Wohl relocated her shop to be closer to a private school program in Aquebogue that her daughter is enrolled in.

"My intention is to offer volunteer opportunities to more young adults with special needs at the store, where they can learn real-life work skills in the retail industry," Wohl said in a statement.

Wohl hopes to increase the number of workers with special needs in the store by partnering with a nonprofit or some other organization that



ED BETZ

Stacey Wohl's be(Cause) boutique, which supported the developmentally disabled, has relocated to Wading River.

could fund salaries, she said.

Wohl also has a son, Logan, 20, who is autistic and enrolled in a boarding school upstate.

She is the former owner of the Cause Café, a Northport eatery that hired young adults with developmental disabilities. It closed in January 2018.

— TORY N. PARRISH

## Curtain drops on Nassau childrens' clothing store

Children's clothing store Hanna Andersson is hanging it up at Roosevelt Field.

A company spokeswoman confirmed that the store at the Garden City mall was closing, but did not say specifically when. However, an employee at the store in Roosevelt Field said the location was scheduled to close Saturday.

Hanna Andersson has 67 stores in the United States, according to its website.

"They are closing several stores this year to improve their overall customer experience and profitability," spokeswoman Wendy Lane Stevens said.

Founded in 1983, Hanna Andersson is a Swedish-inspired brand based in Portland, Oregon.

The retailer "is dominant in the family matching pajama and girls' dresses and acces-

sories categories," Stevens said. The company got its start in direct-to-consumer catalogs and company-owned retail stores, she said.

The Roosevelt Field store occupies 1,912 square feet and opened in 2012, said a spokeswoman for Simon Property Group Inc., the Indianapolis-based owner of the mall.

Hanna Andersson's other Long Island location is at Walt Whitman Shops in Huntington Station.

— TORY N. PARRISH

**RETAIL ROUNDUP** is a column about major retail news on Long Island — store openings, closings, expansions, acquisitions, etc. — that is published online and in the Monday paper. If you have news to share, please send an email to Newsday reporter Tory N. Parrish at tory.parrish@newsday.com.