

Road to the Rusty Rose

Bright purple and green walls, rustic furniture painted unexpected colors, and shelves, tables and racks packed full of clothing, accessories and jewelry are what you see when you walk into the Rusty Rose in Plainview, Texas. Then you see the friendly face of Andrea Glenn, dressed in boots and jeans, a red and black plaid shirt with silver and turquoise jewelry piled high on her arms and neck.

From its little corner of the busy 5th Street, the Rusty Rose has been serving clients with a very unique style for almost three years. Native American fashions of New Mexico and the Mexican influence of South Texas merge in the bright, funky boutique.

“I really love Santa Fe and San Angelo and South Texas and the fiesta, kind of Mexican style too,” Glenn said.

Raised in northeastern Colorado, Glenn came to Texas by way of Clarendon College, where she judged livestock before graduating from Texas Tech University in 2007 with a degree in agricultural communications. Although she was familiar with it, Glenn said she never thought she would wind up in the retail business.

“My mom wholesaled, so I grew up going to markets with her and I knew that side of the business,” Glenn said. “But because of judging livestock and everything I did in college, I just always thought I would get a job in the agriculture industry.”

After graduating from Texas Tech, Glenn worked in Plainview at the Area Health Education Center for a year and a half before becoming a seed sales representative for Kevin Igo.

“I had every intention of staying there for the long term, I really enjoyed it and I enjoyed Kevin, but at the same time, I wasn’t very happy,” Glenn said.

Glenn bought a trailer and started doing trade shows on the side under the name “the Rusty Rose.”

“It was kind of a way for me to express myself and have fun,” Glenn said. “And it just grew and took

off. I finally decided that I needed to be happy and really pursue what I wanted to do. I was young and I thought ‘if I don’t take this chance, I might look back and regret it.’”

Glenn started an online store and was able to build up sales enough to quit her job, open up a storefront and make the Rusty Rose more than just a hobby.



Glenn said she faces many challenges in her job, but one of them is competing with bigger cities. Since the Rusty Rose began, social media has taken off and has become the best way to advertise her store and stay on top of the competition.

By utilizing social media outlets such as Facebook and Instagram, Glenn is able to get information to her customers about new items, which encourages in-store sales, as well as build the fan base across Texas and the rest of the country.

“I have actually outgrown this spot,” Glenn said. “Mostly due to online sales. We ship daily and I just don’t have any room.”

In early 2014, the Rusty Rose will open its new location in downtown Plainview.

“It’s a bigger location, there’s two big back offices so we can have a shipping area and a full-time employee for that,” Glenn said.

Even with the success of her boutique and online store, Glenn still makes time to travel to the shows where the Rusty Rose got its start, such as the Western Heritage Classic in Abilene.

Being a self-employed, small-business owner can be difficult, but Glenn said it is always worth it.

“It’s a lot of work, and I have a lot of days where I cry and get upset, but you get what you put into it,” Glenn said. **T**