

00:00:00:00 - 00:00:10:19

Unknown

I forget every single question and my name. So that's why I mean, I mean, it's great, you know. Nope. That's what I job I was telling these guys yesterday to

00:00:10:19 - 00:00:25:20

Alli

interview on Ali

00:00:25:20 - 00:00:28:08

Alli

questions. I'm asking the

00:00:28:08 - 00:00:47:04

Alli

Okay, Why are we here, Ali? Why are we here? First of all, can I say that I would rather sketch all of this rather than talk, but I will try to use words. My name is Ali. Flippin everyone here calls me Glenn or Clooney, but this is E Francis paper.

00:00:47:05 - 00:01:17:08

Alli

We are a paper goods and gift company in Newport, Rhode Island. And this is our warehouse and our studios are right here. And what else? I think that was amazing. Right off the bat I thought, my God, I know. And there you can be like, this all started back in. Okay, so what's it like? Yeah, so, like when I started the company.

00:01:17:10 - 00:01:37:01

Alli

Yeah. Like I love during shooting, you actually use that. Okay, This is like, do I like, work here Now? It started okay back when I, you know, we can go back a little bit. Okay. A little like it started with me when I was little. And then fast forward, home so many years with my sister and my cousin.

00:01:37:02 - 00:02:03:10

Alli

Okay? Okay. That what you did was awesome. And I loved the fact that you said I'd rather stay. Really? I'd rather be in a gotcha. Okay. I think they'll use that. Okay. As copy. And like, you're. You're great. It is just something very true. Yeah. Okay. So, yes, I have always loved art. I always wanted to make art.

00:02:03:12 - 00:02:31:07

Alli

Had a paintbrush in my hand since I could. My dad's an artist, so I've always been drawing and painting. And let's see, I was a graphic designer in Boston, so around 2012, I knew I wanted to work for myself. My sister and I had always talked about starting a business together and we thought that my art would be a good fit on a greeting card.

00:02:31:07 - 00:03:10:05

Alli

So 2012 we committed to it and started DeFrancis, which is named after our two grandmothers, Elizabeth and Francis. And we started in my spare bedroom and we had cards on the floor. And it was it was a crazy little start, but we have grown every year and we've moved a ton of times. We went from my spare bedroom to a storage unit in Middletown, Rhode Island.

00:03:10:07 - 00:03:40:07

Alli

No electricity. And we actually shipped orders from it. It was fun now to look back on, but at the time it was funny. And then we moved to my cousin Pippa's attic and her basement, then to an old bubblegum factory. And then we found this amazing old car garage and my sister had the vision that it could be a really cool studio and this is it and we are in love with it.

00:03:40:07 - 00:04:18:18

Alli

So that's where we are now. Perfect it. Who is it? Frances? Three of you. yes. So E Frances, my sister, my cousin and I own it and started it together. I do you I guess you do art. yeah. So I'm. I do all the art. Pippy is our operations director, and my sister is the CEO. And we need we we each have a third of a brain is how we describe it.

00:04:18:20 - 00:04:41:11

Alli

I, i it is a three legged stool. It would 100% topple if we didn't have three of us. So we it's very collaborative. We do pretty much everything together. We think of all the ideas together and then they send me off to paint. But it's, it definitely takes a village, takes the three of us, plus this amazing village we have.

00:04:41:11 - 00:05:08:14

Alli

So yeah, that's sweet, Frances, because that was really just the beeping we might need to is just because the rings on it. the wild coffee cup. okay, Mom, I take these off. No, actually, you can just leave the coffee cup there, and that's perfect. Okay, I do want to talk again about the three of them, because I vision that so when they're like, Yeah.

00:05:08:14 - 00:05:29:08

Alli

So I think that was one of the questions about the creative process. why your sister, your cousin so important? Right. Okay. yeah. I'm going to go do hat. Is there anything else we should talk more about her or should I move on to some of the things you want her to do it again? Well, during the drawing process, it'd be really good to have, like, the inspiration and her style and where that kind of came from.

00:05:29:09 - 00:05:59:19

Alli

Like, okay, so we can match that up with while she's drawing the bunny. Okay, okay, let's going to sketch. Okay. It's sort of a broad question. Okay. What's your style based on? I think this can be. Yeah, like inspiration. What your what you want your audience to feel, You know, like how we talked about earlier here, Right?

00:05:59:20 - 00:06:33:03

Alli

Okay. Okay, okay, Okay. So what is your style based on? I think first I it I, I always my first goal is to always make my sister laugh growing up. So any drawing I made that made her love it or laugh, that was it. That was it was a winner in my book. So that has continued. My sister and my cousin.

00:06:33:05 - 00:07:08:09

Alli

So anything they love is a winner to me. But yeah, it's very. So in terms of ideas, we all sit down together and our goal with E Francis is to connect to people and have people connect to each other. So that is the goal with every drawing. So I want someone to pick up a card or a piece of art and say, this makes me feel good, this makes me feel nostalgic, this makes me feel happy or connected to someone.

00:07:08:09 - 00:07:37:05

Alli

So that's the goal with every piece of art. And then I get to have fun with, like, shapes of animals and fun color palettes. But that is the that's my goal to help people connect. So then right in the beginning, that's a really, really perfect good God. Because I do not feel like I know. All right. Yeah.

00:07:37:07 - 00:07:43:08

Alli

Authentic answer. I just think. Really? Yeah. I mean, really. That is it. Yeah.

00:07:43:08 - 00:07:52:09

Unknown

What are your guiding principles and philosophies behind your craftsmanship, your intuitive design, artistic and creative output?

00:07:57:02 - 00:08:33:02

Unknown

I mean, I hope it's super high quality. I do probably 100 paintings for every one card. I. So I have to sketch a lot and paint a lot. I, I don't know what else to say there cause I love the statistic. Like, that's hundreds. We can. Yeah. And a lot of. Yeah, go back. So I love the fact, like, what does it take to maybe I can ask what is what goes, what's type of craftsmanship?

00:08:33:02 - 00:09:04:16

Unknown

You would take one hard. Okay. And then after that we switch, I go, Yeah, yeah. Okay, so what? Yeah. Like, I guess. What is the process behind one one card card. So, yeah. So after we have an idea, I'll go and sketch and do a ton of sketches. I'll probably do 100 paintings for every one card. It's a ton.

00:09:04:19 - 00:09:28:10

Unknown

I have a stack of paintings that are not being used, but if it has to be kind of perfect to get in there, so. Or we could have a great painting. And the words don't quite make it so. We're really picky and it takes a long time to get every card into the world, but I wouldn't change that.

00:09:28:14 - 00:09:32:07

Unknown

It's it seems right for us.

00:09:32:07 - 00:09:41:18

Unknown

Okay, so we know we are. We have seasonal releases, so I know the card genre that I need to come up with.

00:09:41:18 - 00:10:26:03

Unknown

So say it's Mother's Day. So we will collaborate collaboratively. Kind of throw around some ideas and then they send me off to my little painting cave and I will do a ton of sketches and paintings. I'll probably do like hundreds every one card. But once I have some things I love, I will. We will meet and kind of go through all the paintings, put words together with them, and slowly kind of build up some cards.

00:10:26:03 - 00:10:56:01

Unknown

It takes a long time. Sometimes the paintings right, and words are wrong. Sometimes it's vice versa. But finally we come up with good combos that make us all feel the correct feelings. And then we go through that with every card. So it's a it's a it's kind of a long process. It takes a while and it's it's a ton of drafts and a ton of versions and a ton of meetings.

00:10:56:01 - 00:11:17:17

Unknown

So I have some questions and you can tell make it, but while you're drawing. What keeps you going through is in music. Is there just a complete, like, flow state? What is going on while you're drawing? Like, is it therapeutic? Yeah. Is it making you crazy? How does it making you feel? this is a good question.

00:11:17:18 - 00:11:47:05

Unknown

I am like. Like how long do you sit down and off? Where? Well, I feel like I'm always trying. That sounds dumb. I'm always. I'm like, in my head. I'm like, that be a good card. So I'm always got ideas. I'm always kind of sketching. And then I sit down at my painting desk. I definitely have to get into a flow.

00:11:47:10 - 00:12:10:19

Unknown

It takes a while. So if I haven't painted for a week, it's it takes me a while. So I've got to kind of feel the flow again. But yeah, it's so, yeah. So once I get into it, a lot happens. I go for as long as I can and I, I mean, it's a joy and a privilege. And I'm, I feel like I'm the luckiest to do this every day.

00:12:11:01 - 00:12:18:23

Unknown

The luckiest. It's my dream job. So, yeah, it's a joy.

00:12:19:01 - 00:12:46:22

Unknown

Love that. When you are painting, are you doing this in complete silence, or do you mean the influence of music? Yeah. It's funny. I mostly need silence. If I'm doing stuff on my computer, I will blast music. But when I'm painting, I usually need my head to be on the paper. Do you see things out in the everyday world?

00:12:47:01 - 00:13:05:06

Unknown

Like, I got to draw that, Like recreating that man on a kayak with a that kind of. I think the way I want to translate it, maybe into my own little world.

00:13:05:08 - 00:13:37:02

Unknown

You got to translate what? Into your own. Like, if I see something, I like the Blundstone bunnies. Is it okay if I say Yeah, let's say this right now, Like bunnies don't hike. But. But

they're cute. Little bodies need to be on that paper in those boots. So yeah, I sometimes want to, like, take ideas and put them together and put them on paper, if that makes sense.

00:13:37:04 - 00:14:07:18

Unknown

How many other kinds questions about that? Are you ready? Because we switched email. Okay. The question is, can you walk us through the design of from Blundstone? Funny in other characters, but maybe let's write like you just okay. And let me know if this is not what you need, but okay. Well, we knew we wanted to do bunnies because the shape of those bunnies gets us.

00:14:07:19 - 00:14:40:09

Unknown

It's like cute little bum, cute little body shape. And I love that I can do different color bunnies and their long legs. So I. I definitely we definitely wanted a Blundstone bunny because they make everyone laugh and everyone seems to kind of fall in love with them. And I love drawing them. I love drawing their shape and it makes me chuckle while I'm drawing them.

00:14:40:09 - 00:15:09:01

Unknown

They're just adorable. So yeah, it was really fun to to, you know, see what boots they would wear and what they would be doing in it. And so we tried to show some outside bunnies. We tried to show some connection bunnies. They were giving each other pumpkins. And so I wanted it to be sweet and funny and fun.

00:15:09:02 - 00:15:46:02

Unknown

Stony It's epic. Okay, moving on. You nailed that one. this is going to we're going to switch gears here a little bit. Okay. What do small notes do for people? little notes. Little bits. Okay. Yes. Little notes are our other than cards. Little notes are our biggest products people. So they're these little cards and they come 85.

00:15:46:02 - 00:16:14:06

Unknown

So you have a lot of them to use. They're not precious. We want them to be used for everything. And people use them for everything. I use them for everything. But we get a lot of people emailing us saying, I used it for my sister's wedding and my, you know, husband's party. And I wrote a love note to, you know, to my friend.

00:16:14:06 - 00:16:40:23

Unknown

And they're so sweet. It's like this sweet little thing that you can again connect with people. I, I love them so much, and people seem to love them, too. We say it's like millions of them go out into the world. So I know that there are millions of recipients getting them, which is really powerful for us and using.

00:16:41:02 - 00:17:17:15

Unknown

We can go into kind of the aspect of having a physical card in like nowadays everything you need to these are great paper because I think, yeah, yeah, feels like a gift. Yeah, I feel like in a digital world, doesn't it make all this real stuff that much better? You know, it's no one I know would ever choose an email over a, like, gorgeous handwritten card from someone they love, and no one would choose that.

00:17:17:15 - 00:17:43:06

Unknown

So, you know, the digital age, I just feel like if we look at our world, it's all the good stuff's all the real tangible stuff. So, yeah, I feel lucky to be doing this right now. When a card is a gift and a little note is a gift, it's real and you can hold it and it means something more gain and chills.

00:17:43:11 - 00:18:06:06

Unknown

Yeah. So you're just. I wanted. Yeah, you just answered my the question. Really. Thank you. Okay, good. I'm glad you got. Yeah, you did. I'm like, No, it's. It isn't. It makes me realize a scary world we live in now because there isn't the interaction and all the text. You let me call you. Yeah, right. I mean, I call you and like, thank God I have my grandmother's handwriting, you know?

00:18:06:08 - 00:18:35:10

Unknown

that would be like, it's so precious. And I think we should talk about that better than. Your friend's name. so just a little. Yeah. The fact that you have her handwriting still. Yeah. Okay. So when you think of what the handwritten card means to you. Yeah, well, first, it's so fun to get it in the mail.

00:18:35:13 - 00:19:01:22

Unknown

And a lot of our cards there are on gorgeous envelopes. You get, like, this fuchsia envelope, and you're like, it's not a bill starts there. But then someone took the time to choose it and the card that they know that you would love, and then their handwriting is in it. Like, I feel so lucky that I have my, my grandmother's handwriting on a letter to me.

00:19:02:00 - 00:19:24:23

Unknown

I'll save that forever. It's too precious. So. Yeah. And the company is named after our two grandmothers, Elizabeth and Frances. We wanted to honor them, so I just have to take over. Yeah, it was just. It, you know, it's like I have one more question. Okay. I think we need to do a little more on that just meeting process.

00:19:25:01 - 00:19:43:08

Unknown

Okay. Just a tiny bit. Right. I guess I didn't really know what to say that when you do get together the importance of having all three brains together. Okay, Jenny brings this. Yeah, Brings this. Yeah. So bring the art. What I'm going to do is I'm going to take the drawings. You have them, and like, I'm actually going to recreate.

00:19:43:12 - 00:20:12:04

Unknown

Okay, this can jump for me. So if you could very definitively say their names. Okay. And then like, Yes, okay. She was. What happens when you leave your cave, Right. Artwork. Okay. So when I take the art and I meet with Jenny and Pippi, we all bring we have similar taste, but we all bring really different things to the table.

00:20:12:04 - 00:20:38:07

Unknown

So definitely if if all three of us love the art, then it moves forward. If one of us has reservations, it doesn't make it through. So we definitely need all three of us to fall in love it. Can you talk

specifically what their job for sure, Like like bringing all three of us together. It means we've got Jenny.

00:20:38:07 - 00:21:00:21

Unknown

Who does? Director got it. Okay, who does this? Got it. A little bit of a moment on each one of them. Okay, So when we get together, we're coming in with these. Okay? So we get together and we meet. And so Jenny is our CEO. She's our she thinks big. She is also the voice of the company.

00:21:00:21 - 00:21:27:17

Unknown

So anything you see on like social media or anything, those are her words. She's super funny. So she brings a lot of that to the table. Pippi is our head of operations and she is logistics. She will figure it out. And she has a lot of she has a ton of style. So she brings that to the table.

00:21:27:19 - 00:21:51:20

Unknown

And then I'm bringing my paintings and we all kind of put it all together and mashed up. Perfect. Yeah, That just does that. All right? Yeah. Is that what you needed? Exactly. Yeah. Okay, one more question for you. I don't want to ask this question, but question is this okay? What is it? Why? Why is this so appropriate for the workshop?

00:21:51:20 - 00:22:14:22

Unknown

And every day. yeah. Where life in my blood stones everywhere liked it. So why do you like the boots? Got? I love these boots, which I was just lucky enough to kind of family trip to Alaska. And I wore them in the mud. In the sand on a glacier. Like I wore them everywhere and then wore them to the office.

00:22:14:22 - 00:22:35:18

Unknown

So they go everywhere and I feel cool in them. Yeah, that's right. Yeah, that was perfect. Okay, if we could just see one more time. So we had to close the bangle, your name and where we are and just the name of the company. Okay. And then where it is, close ups of the boots and stuff like that.

00:22:35:18 - 00:22:58:08

Unknown

And we're going to the next spot. Okay. My name is Allie Flippen. Everyone here calls me Glenny. This is E Francis paper, and we are a paper goods and gift company in Newport, Rhode Island, and we are in the warehouse. So it's all right. Yep. Good karma.

00:29:09:14 - 00:29:20:09

Unknown

I forget every single question and my name. So that's why I mean, I mean, it's great, you know. Nope. That's what I job I was telling these guys yesterday to

00:29:20:09 - 00:29:36:06

Alli

You're also going to collab interview on Ali

00:29:36:06 - 00:29:41:13

Alli

are we here, Ali? Why are we here? First of all, can I say that I would rather

00:29:41:13 - 00:29:42:13

Alli
sketch

00:29:42:13 - 00:29:54:11

Alli
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00:29:54:12 - 00:30:06:22

Alli
We are a paper goods and gift company in Newport, Rhode Island. And this is our warehouse and our studios are right here.

00:30:06:22 - 00:30:12:08

Alli
I have always loved art. I always wanted to make art.

00:30:12:10 - 00:30:20:08

Alli
Had a paintbrush in my hand since I could. My dad's an artist, so I've always been drawing and painting.

00:30:20:08 - 00:30:22:18

Alli
so around 2012,

00:30:22:18 - 00:30:29:12

Alli
I knew I wanted to work for myself. My sister and I had always talked about starting a business together

00:30:29:12 - 00:30:35:03

Alli
and we thought that my art would be a good fit on a greeting card.

00:30:35:03 - 00:30:38:20

Alli
So 2012 we committed to it

00:30:38:20 - 00:30:44:03

Alli
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00:30:44:03 - 00:30:48:06

Alli
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00:30:48:06 - 00:30:52:07

Alli
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00:30:52:07 - 00:31:05:15

Alli

and we had cards on the floor. And it was it was a crazy little start, but we have grown every year and we've moved a ton of times.

00:31:05:15 - 00:31:14:01

Alli

We went from my spare bedroom to a storage unit in Middletown, Rhode Island.

00:31:14:03 - 00:31:19:12

Alli

No electricity. And we actually shipped orders from it. It was

00:31:19:12 - 00:31:23:22

Alli

fun now to look back on, but at the time it was funny.

00:31:23:22 - 00:31:34:03

Alli

And then we moved to my cousin Pippa's attic and her basement, then to an old bubblegum factory. And then we found this amazing

00:31:34:03 - 00:31:36:16

Alli

old car garage and

00:31:36:16 - 00:31:45:09

Alli

Perfect it. Who is it? Frances? Three of you. yes. So E Frances,

00:31:45:09 - 00:31:50:12

Alli

my sister, my cousin and I own it and started it together.

00:31:50:12 - 00:32:05:19

Alli

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00:32:28:12 - 00:32:29:05

Alli

So

00:32:29:05 - 00:32:38:01

Alli

So what is your style based on? I think first

00:32:38:01 - 00:32:39:13

Alli

I always

00:32:39:13 - 00:32:56:15

Alli

my first goal is to always make my sister laugh growing up. So any drawing I made that made her love it or laugh, that was it. That was it was a winner in my book. So that has continued. My sister and my cousin.

00:32:56:17 - 00:33:01:13

Alli

So anything they love is a winner to me. But

00:33:01:13 - 00:33:08:12

Alli

yeah, it's very. So in terms of ideas, we all sit down together and

00:33:08:12 - 00:33:31:21

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our goal with E Francis is to connect to people and have people connect to each other. So that is the goal with every drawing. So I want someone to pick up a card or a piece of art and say, this makes me feel good, this makes me feel nostalgic, this makes me feel happy or connected to someone.

00:33:31:21 - 00:33:35:17

Alli

So that's the goal with every piece of art.

00:33:35:17 - 00:33:44:18

Unknown

What are your guiding principles and philosophies behind your craftsmanship, your intuitive design, artistic and creative output?

00:33:49:11 - 00:33:54:16

Unknown

I mean, I hope it's super high quality.

00:33:54:16 - 00:34:05:12

Unknown

I do probably 100 paintings for every one card. I. So I have to sketch a lot and paint

00:34:05:12 - 00:34:08:16

Unknown

a lot. I,

00:34:08:16 - 00:34:15:23

Unknown

Yeah. Like, I guess. What is the process behind one one card card.

00:34:15:23 - 00:34:19:15

Unknown
So, yeah. So after we have an idea,

00:34:19:15 - 00:34:30:12

Unknown
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00:34:54:10 - 00:34:58:03

Unknown
It's it seems right for us.

00:34:58:03 - 00:35:07:14

Unknown
Okay, so we know we are. We have seasonal releases, so I know the card genre that I need to come up with.

00:35:07:14 - 00:35:37:16

Unknown
So say it's Mother's Day. So we will collaborate collaboratively. Kind of throw around some ideas and then they send me off to my little painting cave and I will do a ton of sketches and paintings. I'll probably do like hundreds every one card. But once I have some things I love,

00:35:37:16 - 00:35:49:04

Unknown
We will meet and kind of go through all the paintings, put words together with them, and slowly kind of build up some cards.

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It takes a long time. Sometimes the paintings right, and words are wrong. Sometimes it's vice versa. But finally we come up with good combos that make us all feel the correct feelings. And then

00:36:06:19 - 00:36:19:02

Unknown
we go through that with every card. So it's a it's a it's kind of a long process. It takes a while and it's it's a ton of drafts and a ton of versions and a ton of meetings.

00:36:19:02 - 00:36:19:06

Unknown

So

00:36:19:06 - 00:36:20:20

Unknown

Well, I feel like

00:36:20:20 - 00:36:33:20

Unknown

I'm always trying. That sounds dumb. I'm always. I'm like, in my head. I'm like, that be a good card. So I'm always got ideas. I'm always kind of sketching.

00:36:33:20 - 00:36:41:12

Unknown

And then I sit down at my painting desk. I definitely have to get into a flow.

00:36:41:12 - 00:36:57:22

Unknown

It takes a while. So if I haven't painted for a week, it's it takes me a while. So I've got to kind of feel the flow again. But yeah, it's so, yeah. So once I get into it, a lot happens. I go for as long as I can

00:36:57:22 - 00:36:58:15

Unknown

and I,

00:36:58:15 - 00:37:04:23

Unknown

I mean, it's a joy and a privilege. And I'm, I feel like I'm the luckiest to do this every day.

00:37:05:05 - 00:37:11:13

Unknown

The luckiest. It's my dream job. So, yeah, it's a joy.

00:37:11:13 - 00:37:27:16

Unknown

Yeah. It's funny. I mostly need silence. If I'm doing stuff on my computer, I will blast music. But when I'm painting, I usually need my head to be on the paper.

00:37:27:16 - 00:37:35:06

Unknown

I want to translate it, maybe into my own little world.

00:37:35:06 - 00:38:04:06

Unknown

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00:38:04:06 - 00:38:13:03

Unknown

Well, we knew we wanted to do bunnies because the shape of those bunnies gets us.

00:38:13:04 - 00:38:37:21

Unknown

It's like cute little bum, cute little body shape. And I love that I can do different color bunnies and their long legs. So I. I definitely we definitely wanted a Blundstone bunny because they make everyone laugh and everyone seems to kind of fall in love with them.

00:38:37:21 - 00:38:45:18

Unknown

And I love drawing them. I love drawing their shape and it makes me chuckle while I'm drawing them.

00:38:45:18 - 00:39:14:10

Unknown

They're just adorable. So yeah, it was really fun to to, you know, see what boots they would wear and what they would be doing in it. And so we tried to show some outside bunnies. We tried to show some connection bunnies. They were giving each other pumpkins. And so I wanted it to be sweet and funny and fun.

00:39:14:11 - 00:39:16:13

Unknown

Stony

00:39:16:13 - 00:39:26:08

Unknown

Little notes are our other than cards. Little notes are our biggest products

00:39:26:08 - 00:39:30:04

Unknown

people. So they're these little cards and they come 85.

00:39:30:04 - 00:39:58:08

Unknown

So you have a lot of them to use. They're not precious. We want them to be used for everything. And people use them for everything. I use them for everything. But we get a lot of people emailing us saying, I used it for my sister's wedding and my, you know, husband's party. And I wrote a love note to, you know, to my friend.

00:39:58:08 - 00:40:23:23

Unknown

And they're so sweet. It's like this sweet little thing that you can again connect with people. I, I love them so much, and people seem to love them, too. We say it's like millions of them go out into the world. So I know that there are millions of recipients getting them, which is really powerful for us

00:40:23:23 - 00:40:46:19

Unknown

I feel like in a digital world, doesn't it make all this real stuff that much better? You know, it's no one I know would ever choose an email over a, like, gorgeous handwritten card from someone they love, and no one would choose that.

00:40:46:19 - 00:41:10:05

Unknown

So, you know, the digital age, I just feel like if we look at our world, it's all the good stuff's all the real tangible stuff. So, yeah, I feel lucky to be doing this right now. When a card is a gift and a little note is a gift, it's real and you can hold it and it means something more

00:41:10:05 - 00:41:15:17

Unknown

you and like, thank God I have my grandmother's handwriting, you know?

00:41:15:19 - 00:41:20:04

Unknown

that would be like, it's so precious. And

00:41:20:04 - 00:41:22:13

Unknown

it's so fun to get it in the mail.

00:41:22:16 - 00:41:49:01

Unknown

And a lot of our cards there are on gorgeous envelopes. You get, like, this fuchsia envelope, and you're like, it's not a bill starts there. But then someone took the time to choose it and the card that they know that you would love, and then their handwriting is in it. Like, I feel so lucky that I have my, my grandmother's handwriting on a letter to me.

00:41:49:03 - 00:41:59:20

Unknown

I'll save that forever. It's too precious. So. Yeah. And the company is named after our two grandmothers, Elizabeth and Frances. We wanted to honor them,

00:41:59:20 - 00:42:14:17

Unknown

when I take the art and I meet with Jenny and Pippi, we all bring we have similar taste, but we all bring really different things to the table.

00:42:14:17 - 00:42:38:10

Unknown

So definitely if if all three of us love the art, then it moves forward. If one of us has reservations, it doesn't make it through. So we definitely need all three of us to fall in love it. Can you talk specifically what their job for sure, Like

00:42:38:10 - 00:42:51:18

Unknown

So we get together and we meet. And so Jenny is our CEO. She's our she thinks big. She is also the voice of the company.

00:42:51:18 - 00:43:18:14

Unknown

So anything you see on like social media or anything, those are her words. She's super funny. So she brings a lot of that to the table. Pippi is our head of operations and she is logistics. She will figure it out. And she has a lot of she has a ton of style. So she brings that to the table.

00:43:18:16 - 00:43:26:03

Unknown

And then I'm bringing my paintings and we all kind of put it all together and mashed up.

00:43:26:03 - 00:43:40:01

Unknown

I love these boots, which I was just lucky enough to kind of family trip to Alaska. And I wore them in the mud. In the sand on a glacier. Like I wore them everywhere and then wore them to the office.

00:43:40:01 - 00:43:47:21

Unknown

So they go everywhere and I feel cool in them.

00:43:47:21 - 00:44:02:19

Unknown

My name is Allie Flippen. Everyone here calls me Glenny. This is E Francis paper, and we are a paper goods and gift company in Newport, Rhode Island, and we are in the warehouse.

00:49:49:11 - 00:49:53:12

Alli

we started in my spare bedroom

00:49:53:12 - 00:49:56:03

Alli

to a storage unit

00:49:56:03 - 00:50:06:22

Alli

then we moved to my cousin Pippa's attic and her basement, then to an old bubblegum factory. And then we found this amazing old car garage

00:50:06:22 - 00:50:13:15

Alli

and my sister had the vision that it could be a really cool studio and this is it