



Chickasaw Country video series to feature The White Feather boutique *Styles of Chickasaw Country video, blog series features home and fashion retailers*

OKLAHOMA CITY (Nov. 7, 2017) – Styles of Chickasaw Country, a video series exploring fashion and home retail in Chickasaw Country, continues its third season with a visit to The White Feather. The Chickasaw Country team tried on the latest styles and interviewed owner Ashley Feathers to learn more about this Pauls Valley boutique.

“The White Feather is a trendy southern boutique,” Feathers said. “I love southern themes and bohemian styles, that’s kind of the vibe that The White Feather offers customers. It’s comfy casual, but cute at the same time.”

Feathers visits market several times each year to keep up with the latest styles.

“I really have a passion for fashion,” she said. Feathers noted that some of the most popular items right now are denim, fluffy sweatshirts, cardigans and shoes, particularly booties.

Paige Williams Shepherd, director of corporate development and tourism for the Chickasaw Nation, said the Styles of Chickasaw Country video series highlights unique shops and attractions found throughout south-central Oklahoma.

“The White Feather brings one-of-a-kind style and fashion to Pauls Valley and its customers, creating a must-visit shop in the community,” Shepherd said. “It’s those unique shops that create a rich sense of place for locals and make Chickasaw Country a fantastic destination for travellers.”

That sense of community is what led Feathers to open the store in the town where she grew up.

“I was born and raised in the Pauls Valley, so it has a special place in my heart for sure,” she said. “Just being able open this boutique and come home to do it—I just really thought that my town needed something like this, and they’ve shown me that they do.”

Feathers added that coming home to Pauls Valley allowed her entire family to get involved in The White Feather, which has been crucial in its success.

“Putting the store together was my mom, my dad, myself, my husband, my sister, my brother-in-law, and my little nephews,” she said. “We were all here and we worked the weekends to get this place together. The family really came together to help me.”

A blog and video featuring The White Feather and encouraging locals and visitors to explore this unique southern boutique during their next trip to Pauls Valley can be found on the Chickasaw Country blog at <http://chickasawcountry.com/blog>.



Styles of Chickasaw Country features home and fashion retail businesses throughout the year. The regional tourism organization has seen success with its similar approach to featuring local restaurants called Flavors of Chickasaw Country, which is currently in its fourth season.

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About Chickasaw Country

Nestled in south-central Oklahoma, Chickasaw Country is a regional tourism organization representing 13 of Oklahoma's 77 counties. As the official destination tourism organization, Chickasaw Country includes 7,648 square miles, 11 percent of Oklahoma's total 68,597 square miles. Chickasaw Country, a division of the Chickasaw Nation, is a tourism source for visitors and communities within the region and promotes destinations, attractions and festivals. Chickasaw Country is a diverse and culturally-vested destination, with new adventures and experiences around every corner.

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