

PEOPLE, PLACES AND THINGS

## Mustang Sally

A well-dressed gal stands on 195 Main Street in New London. Even on the hottest day of the year, her outfit is impeccable, almost breezy. Fall may find her in coordinating hues of rust, brown and green. And, despite a chilling winter wind, she's stylish from her striped wool scarf to her Lucky Lady rubber boots.

Meet Mustang Sally — yes, the mannequin at Artisan's Workshop has a name, and she has a personality all of her own. Her story begins in April, when Artisan's added clothing to its unique offerings of jewelry, accessories and local art. The staff at Artisan's would dress up a mannequin and place it in front of the store. "The mannequin was meant to inspire people to come inside and take a look at the ever-changing collection of clothes," says Kim Russell, a longtime employee.

People noticed. They'd comment on the mannequin's sense of style. They'd buy the outfits right off her. And they asked for her name. "People started making up names for her," says owner Marcy Vierzen. "We decided to give her a proper name, and ask our customer base to be a part of that. They were the ones taking ownership of her personality."

The contest was announced, and the creative names started to roll in: Esmerelda, Libby N. London (living in New London), Marvelous Mabel,

Whimsy... and Mustang Sally. "As soon as we saw this name, it was unanimous. It captured everything we wanted — an old fashioned name that we could make our own," says Vierzen. Nicole Densmore of New London has submitted the name of the gal who makes heads turn. And makes Todd Westward of Westward Renovation and Property Management want to bring over the drill to stop her from falling down with each gust of wind.

"When we find her belly down out back, we know she's been at the bar at Peter Christian's," says Amy Witmer, store manager.

You'll roar with laughter when you hear the staff at Artisan's talk about her — even though she may be standing right there. They point out her reverse tan line (she faded a bit this summer) and how she never wears the same thing twice. "She

wears a different outfit every day — sometimes two if shipments come in," says Russell. "If the weather shifts, we put a sweater on the poor girl."

They'd like to add more jew-

elry to Mustang Sally's ensembles, but "she doesn't have arms or ears," says Russell. Another employee, Linda Timbrell, finishes the sentence by saying, "but she's got style!"



It's wonderful to see everyone — employees and customers and passersby — having fun with a little help from Mustang Sally.

"We have a ball with Mustang Sally," says Vierzen. "It's just too bad she's got so much going on, so many places to go and things to do, she sometimes loses her head over it all!"

**WHO:** Mustang Sally

**WHERE:** Artisan's Workshop, 195 Main Street, New London

**WHEN:** The hardworking fashion icon works seven days a week (when the shop is open)

**WHY:** Ask for a Mustang Sally story and the team at Artisan's will tell you a good one

**WEB:** [www.artisansworkshopnh.com](http://www.artisansworkshopnh.com)

**CONTACT:** 526-4227 or [artisansnh@hotmail.com](mailto:artisansnh@hotmail.com)

*"When we find her belly down out back, we know she's been at the bar at Peter Christian's," says Amy Witmer, store manager.*