

BEHIND THE GLASS



EST. 1987

@SHOPBEHINDTHEGLASS

BY: OLIVIA HEBERT

Key Executives



- **Donna Young (right)** is the founder and owner of Behind the Glass and has more than 35 years of experience in independent retail. She opened the boutique in 1987 and developed it from a cafe and art gallery concept into one of Auburn's leading fashion and lifestyle stores. Donna's expertise entails small business leadership, merchandising, buying and understanding Auburn's unique student-driven market. She continues to direct the long-term vision of Behind the Glass and is a resident involved in the Auburn community.
- **Chloe Young Floyd (left)** is the General Manager of Behind the Glass and a second generation leader in the business. She has extensive experience in retail operations, buying, visual merchandising and brand development, having worked in the boutique since age 13. Chloe holds a degree in apparel merchandising from Auburn University and oversees daily operations, staff training and the store's digital and marketing efforts. She lives in Auburn with her family and plays a key role in shaping the boutique's future direction.

Corporate Profile

Behind the Glass is a leading lifestyle boutique in downtown Auburn, Alabama known for its distinctive blend of contemporary fashion, curated home goods and a welcoming retail experience shaped by more than three decades of entrepreneurial vision. Founded in 1987 by Donna Young, the boutique began as an innovative mixed concept business combining a cafe, art gallery and retail space before evolving into the full fashion and lifestyle destination it is today. Its historic two story location just a block from Auburn University positioned the boutique to understand and serve a dynamic customer base now made up of about 70% college students as Auburn and its retail landscape developed around it.

With a commitment to thoughtful curation, Behind the Glass offers apparel, premium denim, footwear, artisan jewelry, accessories, home decor, beauty products and gifts. Each piece is selected for quality, craftsmanship and design integrity, reflecting the boutique's mission to inspire confidence, creativity and self expression through beautifully made goods. The store's warm stylist led approach to service has helped it stand apart from national competitors and online retailers, creating an experience that is personal, memorable and rooted in genuine connection.

Behind the Glass remains a family led business with Young and her daughter Chloe Young Floyd, who began working at the boutique as a teenager and later became General Manager, overseeing a staff of nearly 30 employees and a retail operation open seven days a week. The boutique has embraced digital growth while maintaining its strong in store identity. Online sales now make up around 10% of revenue supported by an active social media team and a brand presence that resonates beyond Auburn.

As one of the longest standing and largest retailers in downtown Auburn, Behind the Glass has become a fixture of the city's culture and commerce, described by its founder as a mini department store for its variety, scale and evolving mix of offerings. The boutique continues to expand both its physical and digital reach while staying true to its roots: a passion for curated style, a dedication to exceptional customer experience and a belief that retail should feel inspiring, accessible and deeply connected to the community it serves.



Fact Sheet

Behind the Glass: Auburn's longest-standing downtown boutique celebrates 38 years

About Us

Founded in 1987, Behind the Glass has grown into one of Auburn's most recognizable and enduring small businesses. As retail trends, economic conditions and consumer habits have shifted over nearly 40 years, the boutique has continued to thrive by adapting quickly, curating unique merchandise and staying deeply connected to the Auburn community. Today, founder Donna Young and her daughter, General Manager Chloe Young Floyd, lead the boutique with a multigenerational approach that blends tradition with modern retail strategy.

Key Facts

- Founded in 1987 by Auburn entrepreneur Donna Young.
- Nearly 40 years as a staple business in downtown Auburn.
- Known for curated apparel, accessories and gifts tailored to students and locals.
- Mother–daughter leadership team: founder Donna Young and general manager Chloe Young Floyd.
- Successfully navigated major retail shifts including e-commerce growth and economic downturns.
- Consistently drives downtown foot traffic and supports local community events.
- Serves a multigenerational customer base from long-time residents to Auburn University students.
- Responds to rapidly changing consumer expectations.
- Family-run business now led by Donna Young and her daughter, Chloe Young Floyd, who brings Generation Z–aligned retail insight.

Milestones

- **1987:** Behind the Glass opens as a cafe art gallery and retail hybrid
- **Early 1990s:** Transitions into a full boutique with apparel and accessories
- **2000s:** Establishes a strong student driven customer base
- **2010s:** Launches e-commerce grows social media and expands product lines
- **Today:** One of Auburn's most recognizable boutiques with multigenerational leadership

Sources and Attributions

Information gathered from Behind the Glass' official website, past news articles and general conversations with the employees.

Call to Action

Visit Behind the Glass to celebrate their 38 years of business and learn more about their success. Schedule an interview or request additional story materials today.

For More Information

Contact: Olivia Hebert
321-948-5287
or visit www.btgauburn.com



Media Pitch

Nearly four decades strong: Behind the Glass continues to shape Auburn retail

Mr. Reid,

I hope you're doing well. I'm reaching out because I have a feature story that I believe aligns perfectly with your coverage of standout local businesses. Since you have a history of consistently highlighting Auburn companies with community roots, I wanted to share this with you first.

Behind the Glass, the downtown Auburn boutique that opened its doors in 1987, is approaching 38 years in business, making it one of the longest-running retail success stories in the area. While the retail landscape has transformed dramatically over the last four decades, Behind the Glass has thrived by doing what many small businesses struggle to do: evolve quickly while keeping a strong connection to its local community.

What makes this story especially timely is how the shop has adapted through every major retail shift, from economic downturns to the rise of e-commerce and changing expectations of younger consumers. Founder Donna Young and her daughter, General Manager Chloe Young Floyd, offer a multigenerational perspective on what it takes to stay relevant in a college town where customer bases turn over every few years. Their approach blends long-term community insight with a freshly informed retail strategy.

This feature also has strong visual potential through the boutique's curated displays, vibrant downtown setting and the mother-daughter team behind the business's evolution.

Donna and Chloe are available for interviews and can speak to the store's nearly 40-year history, Auburn's shifting retail environment and how they've built a business that remains a staple for students, locals and returning alumni.

I'd be happy to share more details, set up interviews or provide photos if you'd like to move forward with the story.

Thank you for your time and consideration. I'll follow up in about a week.

Sincerely,

Olivia Hebert

321-948-5287



Relevant News Outlets

1. Opelika-Auburn News

Journalist: Sydney McDonald

Email: smcdonald@oanow.com

Submission Method: Direct email preferred

The Opelika-Auburn News is the primary daily newspaper for Auburn, Opelika, reaching local residents, business owners and students. They frequently highlight small businesses and community-driven features, making them an ideal outlet for a story on a longstanding Auburn boutique.

Submission Guidelines:

- Send press releases and pitches directly to the reporter
- Include photos if available
- They prefer community-centered angles with local relevance

2. WSFA 12 News — Feature Segment

Producer: Valerie Bell

Email: vbell@wsfa.com

Submission Method: Email pitch with visuals attached

WSFA 12 covers human interest, business stories and community features across central and southeast Alabama. Their “County Road 12” segment highlights unique businesses and local stories, making Behind the Glass a strong candidate for a lifestyle/retail spotlight.

Submission Guidelines:

- Include video or photo opportunities
- Provide clear angles for on-camera storytelling

Relevant News Outlets

3. Alabama Retail Association

Journalist: Brittany Peters

Email: brittany@alabamaretail.org

Submission Method: Online form or direct email

The Alabama Retail Association routinely publishes success stories of Alabama-based retail businesses. A multigenerational boutique with nearly 40 years of local impact fits their editorial focus on retail resilience and entrepreneurial leadership.

Submission Guidelines:

- Submit a short summary of the story angle
- If possible, provide photos

4. Business Alabama Magazine

Journalist: Alec Harvey

Email: alec@pmtpublishing.com

Submission Method: Email

Business Alabama covers economic development, entrepreneurship and standout business profiles statewide. Behind the Glass, which has shown long-term sustainability, generational leadership transitions and adaptive retail strategy, is an excellent fit for their feature profiles.

Submission Guidelines:

- Provide business milestones and unique selling points
- Include relevant stats
- They prefer pitches framed as Alabama business success stories



Relevant News Outlets

5. The Auburn Plainsman

Editor: General

Email: editor@theplainsman.com

Submission Method: Email with subject line “Story Pitch”

The Plainsman is Auburn University's award-winning student newspaper. Its Community & Culture section covers local businesses that impact student life. Behind the Glass appeals to students and the Auburn community, making it highly relevant for seasonal or feature coverage.

Submission Guidelines:

- Include relevance to Auburn students
- Fill out their “tip” form or directly email
- Photos appreciated but not required



Social Media Post 1

Post on Instagram/Facebook:

Celebrating 38 Years

Caption:

“From our first day in 1987 to today Behind the Glass has grown with Auburn every step of the way. Whether you’re shopping for everyday staples or something that makes you feel confident we’re here to help you find your style. Thank you Auburn for supporting local for almost four decades.”



A vibrant, celebratory background featuring a teal surface scattered with colorful confetti, streamers, and balloons. The balloons are in shades of purple, yellow, pink, and light blue. There are also several silver star-shaped cutouts and small, colorful candies scattered throughout. The overall mood is joyful and festive.

CELEBRATING

38 years

IN BUSINESS



Social Media Post 2

Post on Instagram/Facebook:

The Team Behind the Experience

Caption:

“Behind the Glass is more than a boutique — it’s a family-run business built on creativity and connection. Donna Young and Chloe Young Floyd bring two perspectives to the shop giving our customers a shopping experience that’s personal welcoming and uniquely Auburn.”



MOTHER

DUO

DAUGHTER



DONNA YOUNG
CHLOE YOUNG FLOYD



Social Media Post 3

Post on Instagram/Facebook:

A Fresh Take on Auburn Style

Caption:

“What makes Behind the Glass different? Every piece is chosen with purpose. We mix classic looks with fresh trends so you can build a wardrobe that feels like you. Stop by and see what’s new this week. We’re always refreshing the floor.”





EVERY PIECE HAS A PURPOSE!
STOP BY AND SEE WHAT'S
NEW



Three-Week Social Media Strategy

WEEK 1 — Brand Legacy + Awareness

Objective:

Build awareness by highlighting the boutique's long-standing presence in Auburn and its legacy since 1987.

Post to Share:

Celebrating Nearly 40 Years

Best Days/Times:

- Tuesday at 11am — strong visibility for local audiences early in the week (one feed post)
- Share to Stories Tuesday at 5pm for after-work engagement 1–2 Stories (repost of feed + behind-the-scenes look at old shop photos if available)

Target Audience:

- Auburn residents
- Alumni
- Parents visiting campus
- Auburn University students

1.

WEEK 2— Reintroducing the Team

Objective:

Introduce or reintroduce the mother-daughter leadership team to strengthen personal and community connection.

Post to Share:

The Team Behind the Experience

Best Days/Times:

- Friday at 5pm — for community-focused weekend content
- Story repost on Sunday afternoon

Target Audience:

- Auburn residents
- Auburn alumni
- Parents visiting campus
- Auburn University students

2.

WEEK 3— A Fresh Take on Auburn Style

Objective:

Showcase curated fashion and Behind the Glass's blend of classic and modern style.

Post to Share:

A Fresh Take on Auburn Style

Best Days/Times:

- Wednesday at 3pm — peak student engagement (one main feed post)
- Post a story on Friday morning showing new arrivals or styling tips (try-ons, dressing room clips)

Target Audience:

- Auburn residents
- Auburn alumni
- Parents visiting campus
- Auburn University students

3.

