



Certified Plant Professional Pam Rogers presides at Fiddle Figs.

## BRANCHING OUT

It is not uncommon for Stephanie James to lose sleep plotting the next brand expansion of [Allen & James Interior Design](#), the High Point-based interior design business she's built with co-founder Patti Allen. Since starting their design studio almost 10 years ago, the company has evolved to include a storefront, concierge shopping service, pro-bono work, and the newest addition, a plant shop called Fiddle Figs.

"The addition of Fiddle Figs allows our clientele to experience a form of 360-degree design, and our firm can now address all areas of a client's home inside and out," says James.

To launch this division with cred, they recruited plant professional Pam Rogers, who has been servicing local plant lovers for more than 25 years. A North Carolinian whose passion for digging in the earth she attributes to her grandmother's knack for growing flowers, Rogers has cultivated a following and is excited to apply her expertise in matters of interior and exterior design.

The Fiddle Figs inventory is culled from small local growers, which distinguishes the buying experience from big box stores. On certain days, in fact, customers can buy plants right off the truck. "If we don't support small family-owned businesses," says Rogers, "there won't be any left."

“We see the addition of natural plantings as a component in the creation of a home's total signature look.

— Stephanie James

**Allen and James**

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