



# LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

**HEARING DATE: MAY 19, 2021**

*Filing Date:* April 21, 2021  
*Case No.:* **2021-004018LBR**  
*Business Name:* Sue Fisher King Co.  
*Business Address:* 3067 Sacramento Street  
*Zoning:* NC-1-Neighborhood Commercial, Cluster Zoning District  
40-X Height and Bulk District  
*Block/Lot:* 1024/024  
*Applicant:* Sue Fisher King, President  
3067 Sacramento Street  
*Nominated By:* Supervisor Catherine Stefani  
*Located In:* District 2  
*Staff Contact:* Melanie Bishop- 628.652.7440  
[melanie.bishop@sfgov.org](mailto:melanie.bishop@sfgov.org)

**Recommendation:** Adopt a Resolution to Recommend Approval

## Business Description

Sue Fisher King Co. is a retail establishment located at 3067 Sacramento Street in the Pacific Heights neighborhood. Founder Sue Fisher King managed gift shops at several local establishments including the former I. Magnin department store, Trader Vic's and Senor Pico prior to opening her own store in 1978, after an inspirational trip to Florence, Italy. The business was founded on November 6, 1978 and sells a variety of unique imported housewares, linens, gifts, porcelain, scented candles, and more.

After opening its first location at 3075 Sacramento Street, the business temporarily expanded to Wilkes Bashford (375 Sutter Street) and a location at 3061 Sacramento Street. In 2010, Sue Fisher King Co. launched their website, a move that allowed the business to maintain revenue throughout the coronavirus pandemic. The business carries a variety of goods and brands from both national and international proprietors and provides a gift registry service that is accessible through their website. Sue Fisher King Co. employees make an effort to vary their merchandise selection in order to keep products interesting for themselves and for customers.

The business moved to its present location at 3067 Sacramento Street in 1987 and has been a part of the Sacramento Street shopping corridor for nearly four decades. Sue Fisher King Co. has been a member of the Sacramento Street Merchants Association since its opening in 1978 and regularly participates in the Sacramento Street Christmas Walk. The business serves customers in Pacific Heights, Presidio Heights, throughout the Bay Area and nationally via their website and has hosted book signings and other small events in the store. Sue Fisher King Co. remains an active supporter of the community and has donated to the *San Francisco Chronicle's* Season of Sharing, the San Francisco Public Library, San Francisco State University, University High School, Enterprise for High School Students, and the Sacramento Street Merchants' Association.

The business' location at 3067 Sacramento Street is in a Category B (Unknown/Age Eligible) structure on the south side of Sacramento Street between Baker and Broderick streets in the Pacific Heights neighborhood. It is within an NC-1 (Neighborhood Commercial, Cluster) Zoning District and a 40-X Height and Bulk District. The subject property was surveyed as part of the *Draft Neighborhood Commercial District Survey (2015)* where it was identified for prioritized follow up as an individually-eligible property within an eligible historic district that would include a grouping of five commercial mixed-use properties on the south side of Sacramento Street.<sup>1</sup> The subject property was also surveyed as part of the 1976 Department of City Planning Survey and assigned an overall rating of "4" out of a scale from "1-5" with "5" assigned to buildings of highest architectural integrity. However, despite these former evaluations, none have been conclusive, and the property maintains a Planning Department status code of "B" (Unknown / Age Eligible).

## Staff Analysis

### Review Criteria

1. *When was business founded?*

The business was founded in 1978.

2. *Does the business qualify for listing on the Legacy Business Registry? If so, how?*

Yes. Sue Fisher King Co. qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Sue Fisher King Co. has operated continuously in San Francisco for 42 years.
- b. Sue Fisher King Co. has contributed to the history and identity of the Pacific Heights neighborhood and San Francisco.
- c. Sue Fisher King Co. is committed to maintaining the physical features and traditions that define the organization.

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<sup>1</sup> San Francisco Planning, "Draft Sacramento NC-1", *Draft Neighborhood Commercial District Survey*, 2015, 4.



3. *Is the business associated with a culturally significant art/craft/cuisine/tradition?*

Yes. The business is associated with the Sacramento Street commercial corridor and the woman-owned small business industry in San Francisco.

4. *Is the business or its building associated with significant events/persons/and/or architecture?*

Yes. The property located at 3067 Sacramento Street is identified as both individually eligible and eligible as part of a historic district that comprises five properties commercial mixed-use properties along the Sacramento Street Corridor as part of the *Draft Neighborhood Commercial District Survey*. The subject property was constructed ca. 1897 and features a combination of Stick/Eastlake and Classical Revival detailing. The original storefront system and residential entry appear to be intact, allowing the building to retain a high degree of architectural integrity.<sup>2</sup>

5. *Is the property associated with the business listed on a local/state/federal historic resource registry?*

No.

6. *Is the business mentioned in a local historic context statement?*

No.

7. *Has the business been cited in published literature/newspapers/journals/etc?*

Yes. There have been a number of features and articles on Sue Fisher King and the store, both within and outside the industry. The store has been featured in local publications including *Nob Hill Gazette*, *Racked San Francisco*, and the *San Francisco Chronicle* as well as trade journals including *Home Furnishings Daily*. The store regularly appears on recommended places to shop in San Francisco and has been featured in design magazines including *House Beautiful*, *Elle Décor*, *Vogue*, and *Architectural Digest*.

## Physical Features or Traditions that Define the Business

### Location(s) associated with the business:

#### Current Locations:

- 3067 Sacramento Street (August 1987-Present)

#### Previous (No Longer Extant) Locations:

- 3075 Sacramento Street (November 1978-July 1987)

### Recommended by Applicant

- Diverse and unique selection of handcrafted housewares from national and international proprietors
- Commitment to the local community and participation in the Sacramento Street Merchants Association and associated events including the Sacramento Street Christmas Walk
- Creative storefront displays in keeping with the character of the original storefront system features

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<sup>2</sup> Ibid.

## **Basis for Recommendation**

The Department recommends the Historic Preservation Commission adopt a resolution recommending the business listed above be adopted by the Small Business Commission to the Legacy Business Registry.

### **ATTACHMENTS**

Draft Resolution

Legacy Business Registry Application:

- Application Review Sheet
- Section 1 – Business / Applicant Information
- Section 2 – Business Location(s)
- Section 3 – Disclosure Statement
- Section 4 – Written Historical Narrative
  - Criterion 1 – History and Description of Business
  - Criterion 2 – Contribution to Local History
  - Criterion 3 – Business Characteristics
- Contextual Photographs and Background Documentation



# HISTORIC PRESERVATION COMMISSION DRAFT RESOLUTION NO. ###

**HEARING DATE: MAY 19, 2021**

*Case No.:* **2021-004018LBR**  
*Business Name:* Sue Fisher King Co.  
*Business Address:* 3067 Sacramento Street  
*Zoning:* NC-1-Neighborhood Commercial, Cluster Zoning District  
*Block/Lot:* 1024/024  
*Applicant:* Sue Fisher King, President  
3067 Sacramento Street  
*Nominated By:* Supervisor Catherine Stefani  
*Located In:* District 2  
*Staff Contact:* Melanie Bishop- 628.652.7440  
[melanie.bishop@sfgov.org](mailto:melanie.bishop@sfgov.org)

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR SUE FISHER KING CO. CURRENTLY LOCATED AT 3067 SACRAMENTO STREET BLOCK/LOT: 1024/024

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; and

WHEREAS, the subject business has contributed to the City's history and identity; and

WHEREAS, the subject business is committed to maintaining the traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on May 19, 2021, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE, BE IT RESOLVED that the Historic Preservation Commission hereby recommends that Sue Fisher King Co. qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby recommends safeguarding of the below listed physical features and traditions for Sue Fisher King Co.

*Locations*

Current Locations:

- 3067 Sacramento Street (August 1987-Present)

Previous (No Longer Extant) Locations:

- 3075 Sacramento Street (November 1978-July 1987)

*Physical Features or Traditions that Define the Business*

- Diverse and unique selection of handcrafted housewares from national and international proprietors
- Commitment to the local community and participation in the Sacramento Street Merchants Association and associated events including the Sacramento Street Christmas Walk
- Creative storefront displays in keeping with the character of the original storefront system features

BE IT FURTHER RESOLVED that the Historic Preservation Commission's findings and recommendations are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby directs its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2021-004018LBR to the Office of Small Business May 19, 2021.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

RECUSE:

ADOPTED: May 19, 2021



# Legacy Business Registry

# Application Review Sheet

*Application No.:* LBR-2020-21-008  
*Business Name:* Sue Fisher King Co.  
*Business Address:* 3067 Sacramento Street  
*District:* District 2  
*Applicant:* Sue Fisher King, President  
*Nomination Letter Date:* August 28, 2020  
*Nominated By:* Supervisor Catherine Stefani

**CRITERION 1:** Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?

Yes  No

3075 Sacramento Street from 1978 to 1987 (9 years)  
3067 Sacramento Street from 1987 to Present (34 years)

**CRITERION 2:** Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?

Yes  No

**CRITERION 3:** Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?

Yes  No

**NOTES:** N/A

**DELIVERY DATE TO HPC:** April 21, 2021

Richard Kurylo  
Program Manager, Legacy Business Program

## Legacy Business Program

Office of Small Business  
City Hall Room 140  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102  
(415) 554-6680  
legacybusiness@sfgov.org  
[www.legacybusiness.org](http://www.legacybusiness.org)



Member, Board of Supervisors  
District 2



City and County of San Francisco

## CATHERINE STEFANI

August 28, 2020

Richard Kurylo  
Office of Small Business  
Attn: Legacy Business Registration Application  
City Hall, Room 110  
1 Dr. Carlton B. Goodlett Place  
San Francisco, 94102

Dear Mr. Kurylo,

It is my pleasure to nominate Sue Fisher King Co. for the Legacy Business Registry. Sue Fisher King Co. is a distinguished small business providing patrons with an opportunity to purchase various items imported directly from Italy and beyond in a charming boutique environment. Throughout her time running the business, Sue Fisher King has focused on serving all who visit with impeccable customer service and providing each guest with a unique shopping experience.

The nominee has operated in San Francisco for nearly 42 years and has maintained a strong and consistent identity. Sue Fisher King Co. has been a staple along Sacramento Street for decades and continues to be one of the neighborhoods strongest businesses with. Store visitors are known to return on a regular basis to discover more artisanal and hand-crafted items in the store's diverse collection. Sue Fisher King Co. highlights the importance of small businesses in our City's economy and continues to operate as one of the City's most beloved boutiques for unique finds.

As a small business institution, Sue Fisher King Co. has become a vital community resource and contributor to the well-being of the surrounding commercial district. Sue Fisher King Co.'s dedicated owner and staff are committed to providing each guest with an experience that is built upon the longstanding traditions of their small business boutique of rare and unique items.

The nominee can be contacted here: Sue Fisher King, 3067 Sacramento Street, San Francisco, CA, 94115, [suefking@aol.com](mailto:suefking@aol.com); Cc: Abbey Sin, [abbey@suefisherking.com](mailto:abbey@suefisherking.com); 415-922-7276

Sincerely,

A handwritten signature in blue ink, appearing to read "Catherine Stefani".

Catherine Stefani  
Member, Board of Supervisors

## Section One:

### Business / Applicant Information.

Please provide the following information:

- The name, mailing address and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

<b>NAME OF BUSINESS:</b>	
Sue Fisher King Co.	
<b>BUSINESS OWNER(S)</b> (Identify the person(s) with the highest ownership stake in the business):	
Sue Fisher King	
<b>CURRENT BUSINESS ADDRESS:</b>	<b>TELEPHONE NUMBER:</b>
3067 Sacramento Street San Francisco, CA 94115	(415) 922-7276
	<b>EMAIL ADDRESS:</b>
	sales@suefisherking.com
<b>MAILING ADDRESS – STREET ADDRESS:</b>	<b>MAILING ADDRESS – CITY AND STATE:</b>
<input checked="" type="checkbox"/> Same as Business Address	
	<b>MAILING ADDRESS – ZIP CODE:</b>
<b>WEBSITE ADDRESS:</b>	
www.suefisherking.com	
<b>FACEBOOK PAGE:</b>	
www.facebook.com/suefisherking	
<b>TWITTER NAME:</b>	
<b>APPLICANT'S NAME:</b>	<b>APPLICANT'S TELEPHONE NUMBER:</b>
Sue Fisher King	(415) 922-7276
<b>APPLICANT'S TITLE:</b>	<b>APPLICANT'S EMAIL ADDRESS:</b>
President	
<b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>	
0114399	
<b>SECRETARY OF STATE ENTITY NUMBER (If applicable):</b>	



## Section Two:

### Business Location(s).

List the business address of the original San Francisco location, the start date of business and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

ORIGINAL SAN FRANCISCO ADDRESS	ZIP CODE	START DATE OF BUSINESS
3075 Sacramento Street San Francisco, CA	94115	November 9, 1978
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATION	
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	November 9, 1978 - July 31, 1987	

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
3067 Sacramento Street San Francisco, CA	94115	Start: August 1, 1987
		End: Present

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start:
		End:



## Section Three:

### Disclosure Statement.

#### San Francisco Taxes, Business Registration, Licenses, Labor Laws and Public Information Release.

This section is verification that all San Francisco taxes, business registration and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified. A business deemed not current with all San Francisco taxes, business registration and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for grants through the Legacy Business Program.

In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

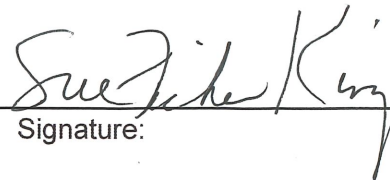
- I am authorized to submit this application on behalf of the business.
- I attest that the business is current on all of its San Francisco tax obligations.
- I attest that the business's business registration and any applicable regulatory license(s) are current.
- I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
- I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

Sue Fisher King

Name (Print):

8/20/2020

Date:



Signature:

**SUE FISHER KING CO.**  
**Section 4: Written Historical Narrative**

**CRITERION 1**

**a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.**

Sue Fisher King Co., located at 3067 Sacramento Street in the Pacific Heights neighborhood, is a retail establishment founded with the City and County of San Francisco on November 6, 1978. The business sells luxurious housewares and unique gifts, fine bed and bath linens, porcelain, scented candles, and more.

Since she was a young child, Sue Fisher King has always had a passion for retail. One of her fondest memories as a child was playing pretend with her toy register and buying all sorts of things, mainly things lying around the house.

In 1978, Sue King went to Florence, Italy, and immediately was inspired by all the fantastic handmade and handcrafted dishes, pottery, décor pillows, and unusual treasures. She knew she had to import all the beautiful treasures back to San Francisco, thus opening her store, Sue Fisher King Co., on Sacramento Street on November 9, 1978.

Years after opening her store on Sacramento Street, Sue King temporarily expanded her presence to Wilkes Bashford and to 3061 Sacramento Street.

On March 10, 2010, Sue Fisher King Co. expanded again by having an online presence, which was a milestone to a thriving business.

This year, as we near November 9, 2021, Sue Fisher King Co. will be celebrating its 43rd year in business.

**b. Describe any circumstances that required the business to cease operations in San Francisco for more than six months?**

The business has not ceased operations since it was established.

The coronavirus pandemic shutdown affected the retail business for about 5 months when Sue Fisher King Co. had to close to the public, but fortunately they had built a very good website that continued to bring in business and exceed their expectations.

**c. Is the business a family-owned business? If so, give the generational history of the business.**

The business is not “a family-owned business,” defined here as any business in which two or more family members are involved and the majority of ownership or control lies within a family. Sue Fisher King is a sole proprietor of her namesake company.

**d. Describe the ownership history when the business ownership is not the original owner or a family-owned business.**

The ownership history of Sue Fisher King Co. is as follows:

1978 to Present: Sue Fisher King

**e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.**

Documentation of the existence of the business verifying it has been in operation for 30+ years is provided in this Legacy Business Registry application.

**f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.**

The historic resource status of the building at 3067 Sacramento Street is classified by the Planning Department as Category B, Unknown / Age Eligible, with regard to the California Environmental Quality Act.

## **CRITERION 2**

**a. Describe the business's contribution to the history and/or identity of the neighborhood, community or San Francisco.**

Sue Fisher King Co. has been a valuable part of the Sacramento Street shopping corridor in Pacific Heights for over four decades, bringing lots of customer traffic, contributing to the fine reputation of the street through the merchandise mix and customer service, and offering loyal customers an ever-changing inventory.

**b. Is the business (or has been) associated with significant events in the neighborhood, the city, or the business industry?**

The business has been a member of the Sacramento Street Merchants Association since opening in 1978. It has been an active participant in all events sponsored by the Association since then, including the annual Sacramento Street Christmas Walk and other smaller street activities. Sue Fisher King Co. has hosted book signings and street promotions associated with national magazines.

**c. Has the business ever been referenced in an historical context? Such as in a business trade publication, media, or historical documents?**

Sue Fisher King Co. has been written about in trade journals many times over the years, such as Home Furnishings Daily and design magazines like House Beautiful, Elle Décor, Vogue, and Architectural Digest. The store has also been featured in other publications such as the Nob Hill Gazette, Racked San Francisco, and the San Francisco Chronicle.

**d. Is the business associated with a significant or historical person?**

Sue Fisher King Co. has a number of well-known customers, but the business wishes to respect their privacy.

**e. How does the business demonstrate its commitment to the community?**

Sue Fisher King Co. has donated to the San Francisco Chronicle's Season of Sharing, the local branch of the San Francisco Library, San Francisco State University, University High School, Enterprise for High School Students, and the Sacramento Street Merchants' Association.

**f. Provide a description of the community the business serves.**

The business serves customers in its direct neighborhoods, Pacific Heights and Presidio Heights, as well as the general Bay Area. Online, Sue Fisher King Co. serves customers throughout the United States.

**g. Is the business associated with a culturally significant building/structure/site/object/interior?**

Sue Fisher King Co. is located in one of the oldest Victorians on the street and the oldest on the block, making it a standout and adding to the importance of the store.

**h. How would the community be diminished if the business were to be sold, relocated, shut down, etc.?**

Many customers have become accustomed to shopping at Sue Fisher King Co. for themselves and for gifts for friends. Young women register at Sue Fisher King Co. for their weddings. Because of the quality and original style of the products, customers are proud to give gifts purchased from the store. Sue Fisher King Co. is on many lists compiled by guides to shopping in San Francisco as a "must see" business. If Sue Fisher King Co. were to close, it would be a great loss for the Sacramento Street corridor and the city of San Francisco.

**CRITERION 3**

**a. Describe the business and the essential features that define its character.**

Sue Fisher King Co. sells a wide selection of luxurious housewares and unique gifts, including dinnerware, glassware, kitchenware, pillows & throws, bedding, bath & body, fragrances, décor, personal accessories, lavastone, and more.

Sue King carries brands made in the USA like Simon Pearce glass, and has continuously imported from France and Italy lines like Astier de Villatte and Mariage Frères, porcelain and metal flowers, and elegant bed and bath linens. The list is extensive and represents the finest of artisanal offerings.

Sue Fisher King Co. employees always work to keep the merchandise selection interesting to themselves so it is the same for their customers. There is always something new coming in, and the instore and window displays attract customers. The store's Instagram posts also attract lots of new followers. Sue Fisher King Co. has great rapport with customers because they work hard to supply good customer service and provide a personal approach.

**b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)**

The business has become a destination for a lot of people and brings a sense of permanence to the block and to the street in general. A mix of American made products, and European and African imports are an integral part of what makes the shop interesting, and showing the finest quality handmade things adds elegance to the more rustic selections.

**c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).**

The storefront at 3067 Sacramento Street started life on the street level as a bakery. For how long is unknown. It was followed by the Christmas Shop, which was only the second owner and thrived in the space for many years, keeping most of the built-in fixtures from the bakery. When Sue Fisher King Co. moved in in 1987, they did a lot of remodeling but kept the flavor of its predecessors, and created a lovely environment to showcase the large assortment of treasures that they offer. They retrofitted a lot of the cabinets and shelves so they would still look appropriate to the building but be practical for a modern business.

**d. When the current ownership is not the original owner and has owned the business for less than 30 years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.**

Documentation that demonstrates the business has been a housewares retailer for 30+ years is included in this Legacy Business Registry application.





3057

MARCH PANTRY

MARCH PANTRY

































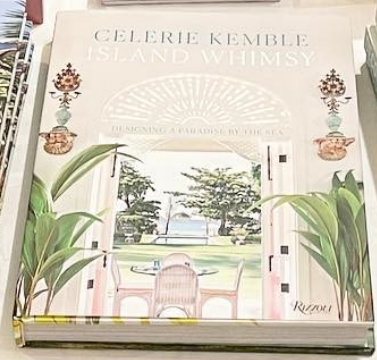




















CALIFORNIA STATE BOARD OF EQUALIZATION

**SELLER'S PERMIT**

ACCOUNT NUMBER

10-84

SR BH 19-703804

THIS PERMIT DOES NOT AUTHORIZE THE HOLDER TO ENGAGE IN ANY BUSINESS CONTRARY TO LAWS REGULATING THAT BUSINESS OR TO POSSESS OR OPERATE ANY ILLEGAL DEVICE.

Sue Fisher King Co.  
3075 Sacramento St.  
San Francisco, CA 94115

IS HEREBY AUTHORIZED PURSUANT TO SALES AND USE TAX LAW TO ENGAGE IN THE BUSINESS OF SELLING TANGIBLE PERSONAL PROPERTY AT THE ABOVE LOCATION

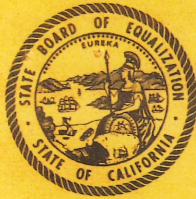
STATE BOARD OF EQUALIZATION

THIS PERMIT IS VALID UNTIL REVOKED OR CANCELLED BUT IS NOT TRANSFERABLE  
*Not valid at any other address*

BT-442-R REV. 9 (1-83)



DISPLAY CONSPICUOUSLY AT THE PLACE OF BUSINESS FOR WHICH ISSUED



CALIFORNIA STATE BOARD OF EQUALIZATION

**SELLER'S PERMIT**

ACCOUNT NUMBER

10/84

SR BH 19-703804

THIS PERMIT DOES NOT AUTHORIZE THE HOLDER TO ENGAGE IN ANY BUSINESS CONTRARY TO LAWS REGULATING THAT BUSINESS OR TO POSSESS OR OPERATE ANY ILLEGAL DEVICE.

SUE FISHER KING CO.  
3067 SACRAMENTO ST.  
SAN FRANCISCO, CA 94115

IS HEREBY AUTHORIZED PURSUANT TO SALES AND USE TAX LAW TO ENGAGE IN THE BUSINESS OF SELLING TANGIBLE PERSONAL PROPERTY AT THE ABOVE LOCATION

STATE BOARD OF EQUALIZATION

THIS PERMIT IS VALID UNTIL REVOKED OR CANCELLED BUT IS NOT TRANSFERABLE

*Not valid at any other address*

BT-442-R REV. 9 (1-83)



DISPLAY CONSPICUOUSLY AT THE PLACE OF BUSINESS FOR WHICH ISSUED

86 42257



street address

3017 SACRAMENTO

block number

1024

lot number

24

summary

4

building type/use/number of floors

R/2 covered

landmark number

RELATIONSHIP WITH SURROUNDING BUILDINGS

Relationship of setting to building -2 -1 0 1 2 (3) 4 5

Importance as contribution to a cluster/streetscape -2 -1 0 1 2 3 (4) 5

ARCHITECTURAL DESIGN VALUATION

Facade proportions -2 -1 0 1 2 (3) 4 5

Richness/Excellence of detailing/decoration -2 -1 0 1 2 (3) 4 5

Unique visual feature of interest 0 1 (2) 3 4 5

Example of a rare or unusual style or design (0) 1 2 3 4 5

Overall architectural quality -2 -1 0 1 2 (3) 4 5

PROPOSED FOR FURTHER INVESTIGATION

CORNICE, PARAPET, APPENDAGE  
Importance of cornice to building design -2 -1 0 1 2 3 4 5

Cornice contribution to streetscape -2 -1 0 1 2 3 4 5

FACADE CONDITION  
Physical condition -2 -1 0 1 2 (3) 4 5

Paint/Material color -2 -1 0 1 2 (3) 4 5

REMODELING  
Appropriateness of improvements -2 -1 0 1 2 3 4 5

ENGLE 11-26-75  
date

Field Notes

Review Notes

Junior League Listing  
 text  index  file  
 Northern California Guide  
 Other Listing \_\_\_\_\_



photo 115-7

B5



**C**ome-on-a-my house: Inspiration? Or "house envy"? Either way, both fantasies are fulfilled by "Sonoma Valley Style," a new coffee-table book (Rizzoli; \$50) featuring the vino wishes and olive oil dreams of lucky valley dwellers.

Sue Fisher King hosted a reception and book signing at her Sacramento Street shop for author Kathryn Masson and interior designer Suzanne Tucker.

Tucker's handiwork is featured on the cover of the book, and she also gets two chapters, one of which details her design magic at Villa Shanel, the 11,000-square-foot home and 360-acre hillside Shangri-La owned by O.J. and Gary Shansby.

O.J. and Gary were also at the soiree, as was their real estate agent, Betty Brachman of Sotheby's, because they've just put the house on the market.

Many a memorable party has been held on the gorgeous grounds of Shanel. The glamorous couple are "simplifying" but also find they are spending more time in Mexico, where Gary's TSG Consumer Partners has interests — and where they may buy a little hacienda.

The house listed at (drumroll, please) \$35 million is one of the Bay Area's most *très cher* listings. However, according to USA Today, Shansby plans to provide the prospective buyer with one year of free maintenance on the property. Proceeds from the book party benefited the San Francisco Library's Presidio Branch.

E-mail Catherine Bigelow at [cbigelow@sfchronicle.com](mailto:cbigelow@sfchronicle.com).



CARA LEMIRE / Special to The Chronicle

**Come-on-a-my house:** Sue Fisher King (left) hosted a reception at her Sacramento Street store for "Sonoma Valley Style," a Rizzoli coffee-table book written by Kathryn Masson (right), which features two homes designed by interior designer Suzanne Tucker.

San Francisco Chronicle  
Sunday 07/10/05 M6



# San Francisco's queen of luxury

*For 30 years, retailer Sue Fisher King has supplied Bay Area homeowners with upscale linens, tabletop and furniture. She'll extend her reach worldwide when an e-commerce function on the website goes live this year.*

**By Brenna Ehrlich, contributing editor**

After 30 years on San Francisco's swanky Sacramento Street, Sue Fisher King's store of the same name is getting a second address—in cyberspace. King stepped into the digital age about two years ago when she hired a local advertising and marketing agency, Traction, to design her website (suefisherking.com).

An embroidered tree, reminiscent of rich bedding, blooms on the site's main page. A digital fabric hummingbird darts across the screen, leading the viewer to pages featuring luxury-priced home décor. A birdhouse icon on each page will soon feature a drop-down menu displaying design ideas. The only thing missing is an order form—and that will come by year's end when the brick-and-

mortar store embraces e-commerce.

A self-professed technological novice, King looks to her employees to help develop the website. David Bolt, a Williams-Sonoma veteran who runs Sue Fisher King's bridal registry, will be instrumental in getting an online registry up and running. With a few keystrokes, brides-to-be from across the nation will be able to choose from the store's selection of French porcelain and dinnerware.

"The website is kind of clever and whimsical, and not too serious," King says. "It looks like the store, like the way we are."

Michele Turner, the creative director for the advertising agency, says Sue Fisher King is primed for e-commerce. "She's





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Photos courtesy of Sue Fisher King

a very small shop with a very big name," says Turner. "She has such a big story; it should be a big story for the world, and having an e-commerce site can make that happen."

King's retail story would do Horatio Alger proud. At 16, she got her first job—selling housedresses at the Meier & Frank department store in Portland, Ore. "It was the lowest, lowest, lowest place on the totem pole," she says.

After moving to California to attend Mills College in San Francisco, as well as

*continued on page 22*

Annual revenues at the 2,200-square-foot Sue Fisher King are about \$4.5 million. The store caters to luxury-minded neighborhood residents, and it will reach a larger audience when an e-commerce function on its website goes live later this year.



the University of California, King worked in the gift departments at Joseph Magnin and I. Magnin. Then, after running the gift shops at Trader Vic's and Senor Pico restaurants for 10 years, King purchased her own store—a space that once housed a Christmas shop that was only open a few weeks a year. King hired an architect to renovate the space and then opened for business in 1978, beginning a long tradition of selling high-end merchandise.

The store, which has an annual volume of \$4.5 million, has changed little over the years, save for an expansion. In 2001, King acquired the 1,200-square-foot, two-level space next door and turned it into offices and storage for soft goods. The 2,220-square-foot, single-level shop houses bed linens, pillows, bath accessories, furniture, lighting, scents, accents and design books. She marks up an average 2.2 times wholesale.

King lives by the motto “give the people what they want.” Whether it be plush velvet, fine porcelain, or e-commerce, King's got her customers covered. Describing the store's style, King borrows from the lexicon of author Pat Ross—it's “formal country,” a mix of rustic and upper class. For example, one of King's recent displays featured a long, wooden table—reminiscent of a hollowed log—covered with candlesticks, woody bowls and bright French raku.

Customer and interior designer Sally Kuchar admires King's eye. “You can't really put her inventory in a box like you can with a lot of the other stores around there,” Kuchar says. In particular, the designer notes a set of flatware with faux-ivory handles. Horn and bone are found often in antiques, Kuchar says, but rarely in modern collections.

“When it comes to flatware, [King's] in a league of her own,” Kuchar says.

The veteran buyer attends the semi-annual New York gift show and one



of them. She met designer and longtime friend Mirella Spinella at Spinella's store in Venice, Italy, about 20 years ago. Now, the designer's hand-blocked, hand-colored silk and velvet pillows and bedcovers are a favorite at King's shop.

The retailer orders products daily. Both King and her assistant, Toby Hanson, are responsible for buying custom products for designers and regular customers, and they arrange for vendors to make special products for this elite clientele. Hanson works on six to 12 design jobs a year.

Hanson, who has been King's assistant for six years, commends her boss's product selection.

“She probably has certainly one of the most premier collections of home furnishings and gifts in the United States

She describes the typical customer as sophisticated, well-traveled and well-read. “And then we also have customers that live simpler lives. They're not all super-duper rich, and so we try to have things in all price points,” Hanson says.

Most customers reside near the store. They're generally women in their late 40s

and early 50s with impeccable taste.

Whether outfitting a private jet or finding the perfect accent for a sunroom, King is always available to help. She involves herself in every aspect of the business, from writing custom orders to pricing products.

“She's on the floor every day,” says



**Store name:** Sue Fisher King

**Owner:** Sue Fisher King, with Macky

**Location:** San Francisco

**Size of store:** 2,220 square feet of selling space, plus 1,200 square feet of office space. A 3,200-square-foot warehouse is nearby.

**Merchandise:** Accent furniture (\$895 to \$8,200, \$2,000); seating (\$450 to \$9,200, \$1,200);



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The veteran buyer attends the semi-annual New York gift show and one edition of Maison & Objet in Paris. King buys from hundreds of vendors and has forged lasting relationships with many

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Hanson, who has been King's assistant for six years, commends her boss's product selection.

"She probably has certainly one of the most premier collections of home furnishings and gifts in the United States and could hold her own against Bergdorf's or Neiman Marcus, or any number of top-tier stores," Hanson says.

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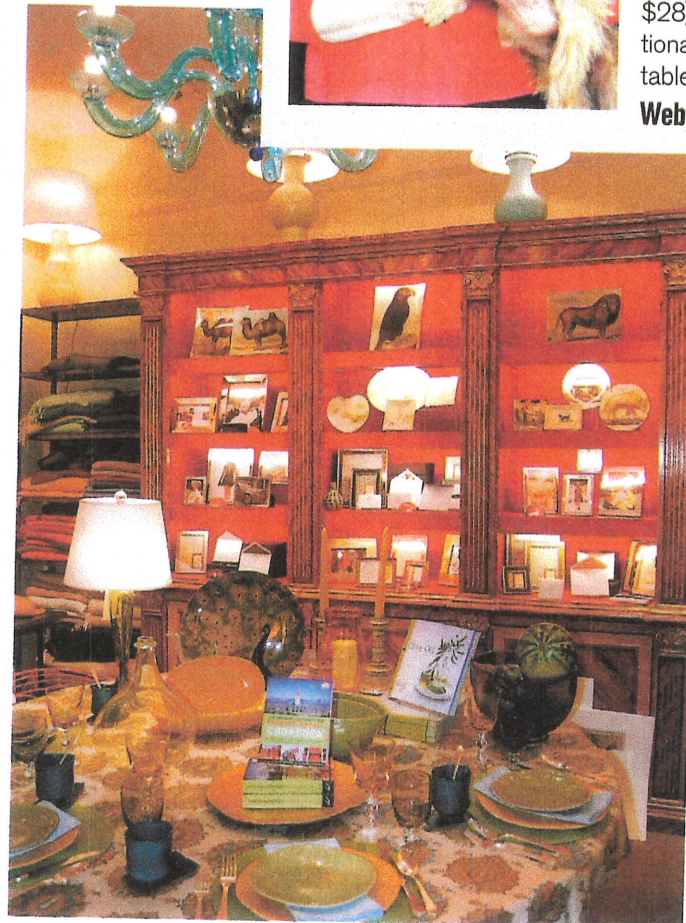
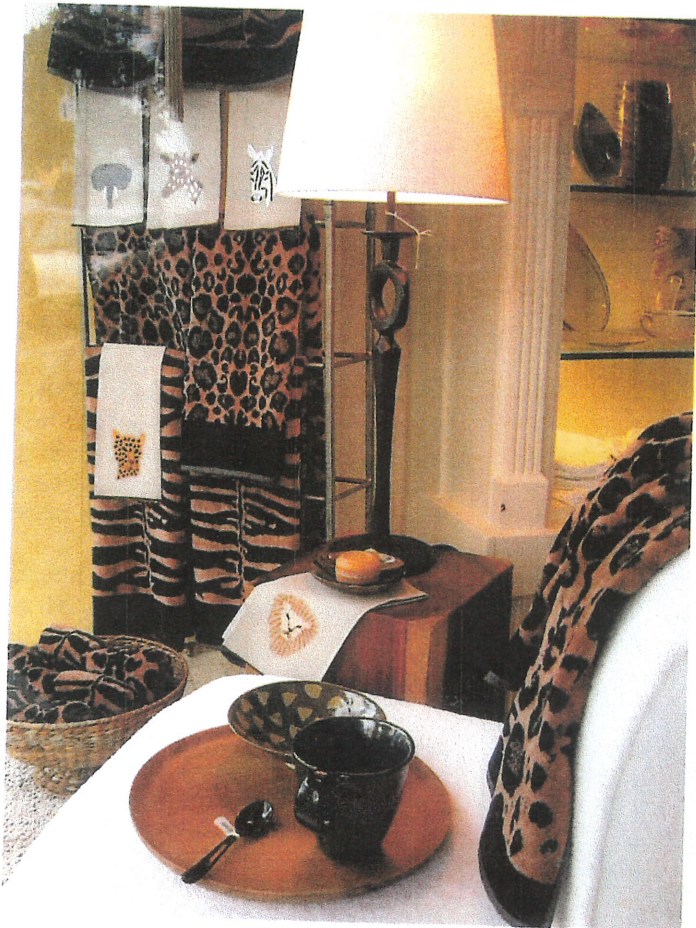
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**Merchandise:** Accent furniture (\$895 to \$8,200, \$2,000); seating (\$450 to \$9,200, \$1,200); portable lamps (\$473 to \$4,900, \$1,200); fixtures (\$995 to \$8,000, \$2,400); throws (\$245 to \$2,900, \$795); decorative pillows (\$295 to \$2,200, \$695); table linens (\$14 to \$2,400, \$28); bedding (\$175 to \$6,000, \$1,100); functional tabletop (\$45 to \$950, \$75); decorative tabletop (\$48 to \$1,095, \$225).

**Website:** [suefisherking.com](http://suefisherking.com)



David Gooding, ceo of a Connecticut-based tableware source. King has eight or so employees, some of whom have worked for her for decades, each of whom does a little of everything. "It's very family-like," King says.

To encourage teamwork, King created a special incentive system. She sets monetary goals each month, and if the store meets them, King awards each person eligible for a commission an equal share. "We're sort of untitled around here. I think maybe we're practicing communism," King jokes. **HIDE**

*Brenna Ehrlich is a writer from Evanston, Ill. This is her first article for Home Décor Buyer.*

**Functional and decorative tabletop items sell well, and King is known for her taste in flatware. She attends gift fairs in New York and Paris.**



## Top 100 Shops

### SUE FISHER KING

Culled from her biannual visits to Europe, Sue Fisher King has showcased the finest in home furnishings by rare ateliers for more than 30 years. The shop is a mix of vintage and prosaic pieces, including a large inventory of Astier de Villatte dinnerware, perfect as hostess or wedding gifts. Can't afford the Fortuny lamps or Nepalese cashmere throws? Then consider Olatz silk pajamas or Belgian decoupage tea lights. 3067 Sacramento St., S.F. (415) 922-7276. [www.suefisherking.com](http://www.suefisherking.com).

### BRITEX

It's not just the quantity of the fabrics for sale — which is considerable — it's the quality. Hand-painted silks? Check. Missoni knits? Check. Millions of specialty buttons and miles of bridal lace? Check. A haven for all kinds of crafty and creative types, who are almost as colorful and interesting as the four-story emporium itself. 146 Geary St., S.F. (415) 392-2910. [www.britexfabrics.com](http://www.britexfabrics.com).

### AMOEBAS MUSIC

As one of the biggest independent music retailers in the Bay Area, Amoeba has survived the industry-wide slump by offering a physical shopping experience like none other. The 25,000-square-foot Haight Street flagship store offers a dizzying selection of music in every genre imaginable, plus free in-store concerts, knowledgeable staff and generous trade-in credit for your old Def Leppard CDs. 1855 Haight St., S.F. (415) 831-1200. Also 2455 Telegraph Ave., Berkeley. (510) 549-1125. [www.amoeba.com](http://www.amoeba.com).



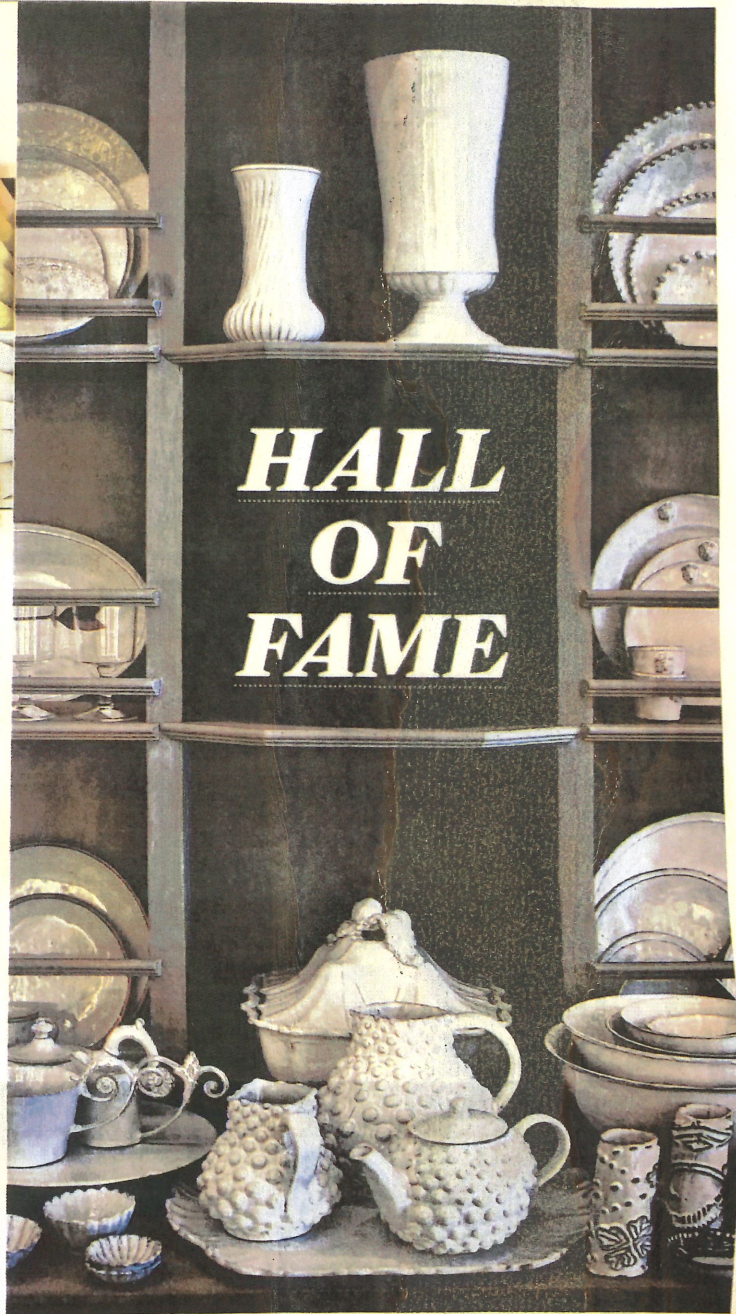
### CITY LIGHTS

Poetry, periodicals and beatific politics have lined the shelves since 1953 when poet-painter Lawrence Ferlinghetti and Peter Martin founded this literary landmark of free speech. Fiercely independent since publishing "Howl," City Lights continues that tradition with world authors, below-radar and local publishers. Between the

pages: rare books, poetry broadsides, a literacy foundation and regular readings. 261 Columbus Ave., S.F. (415) 362-8193. [www.citylights.com](http://www.citylights.com). A lively Twitter feed (@CityLightsBooks) features news and radical ruminations by 93-year-old Ferlinghetti.

### GUMPS

Now in its 151st year, this Post Street store well deserves its unofficial local landmark status. A Ch'ing Dynasty gilded Buddha positioned by the central staircase sets the stage for heirloom-quality fine jade and freshwater pearl jewelry, home decor, crystal and tabletop collections from an international roster of sources. The wedding registry here beckons many a well-heeled bride-to-be. 135 Post St., S.F. (415) 982-1616. [www.gumps.com](http://www.gumps.com).



Russell Yip / The Chronicle



## THE MIX

# Collecting the world

Sue Fisher King combs the globe for the unique and the lovely

By Paige Porter Fischer

Sue Fisher King has seen it all. Arguably one of San Francisco's queens of style — and the owner of the impeccably curated boutique on Sacramento Street that has carried her name on its awning since 1978 — King has been in the retail business in San Francisco since the early 1960s, when she moved south from Portland and eventually landed a job at I. Magnin. The department store, which sold luxury goods from its tony Union Square address, was to King what a candy shop is to a child.

"I have always felt most at home in stores," says King. "They are my home away from home. If I'm a stranger in a strange city, I simply find a store and immediately get lost inside it."

Her stint on I. Magnin's mezzanine, where high-end home goods were sold, proved catalytic to King's career. "I worked for the most brilliant Frenchman, who had such marvelous taste, perhaps better than anyone I've ever known. He would go on epic buying trips to Europe, and I decided that is what I would do someday."

She took a job with Trader Vic's and went on buying trips to Mexico and Guatemala. She learned to curate the look of another land, bringing it home to the stores attached to Trader Vic's restaurants. "I learned how to hunt for things, but my heart was in Europe, so I started my own store in order to become my own buyer," says King. "In 1978, that didn't seem like such a crazy idea, not even in San Francisco." And so begins the story of the little store on Sacramento Street that, one year at a time, amassed a fiercely loyal clientele.

King, chic in a blue gingham blouse and navy cardigan, sips her coffee between stories of her own buying trips around the world. Her honeycomb-colored glasses perfectly frame her eyes, for which she has become known. Design enthusiasts, magazine editors and decorators agree that King has an unmatched eye for the work of artisans' hands that simply cannot be copied via mass pro-



Photos by Lea Suzuki / The Chronicle

Sue Fisher King says the only constant about her shop is the continual change of what is on display.

duction. She knows the canals of Venice and London's labyrinthine streets as well as she knows the neighborhoods of San Francisco. Behind nondescript doors across Europe, King has discovered craftsmen whose products she has, for more than four decades, introduced to the West Coast.

Her own life lately has involved refurbishing an old fisherman's cottage in Sausalito. "It's cozy, and very comfortable, and I'm surrounded by

things that might not always make some kind of style statement, but always make me happy," says King. "I love things that are handmade by skilled artisans for the same reason I love to have pictures of all my dogs scattered around me. I'm sentimental. I like to surround myself with good stories."

Paige Porter Fischer is a freelance writer exploring the Bay Area's unique style. E-mail: home@sfgchronicle.com

Q&A With Sue Fisher King

### City that inspires creativity

**Q: What three words would you use to describe San Francisco?**

**A:** International, sophisticated, intimate.

**Q: Where do you go to be inspired visually?**

**A:** Palace of the Legion of Honor.

**Q: Where is your favorite spot to have lunch with an old friend?**

**A:** Out the Door.

**Q: What is your favorite hotel in the world?**

**A:** Duc de Saint Simon in Paris.

**Q: What is your idea of the best hostess gift?**

**A:** Annie's Daughter's rye crackers and triple cream cheese.

**Q: Best show or market to explore and shop for your store?**

**A:** (The housewares show)

Maison & Objet, Paris.

**Q: If you could take one thing home from your shop right now, what would it be?**

**A:** A Venetian, finely etched mirror with acanthus leaves.

**Q: Your shop has lived well — and long — on Sacramento Street, which has become a design destination. What other stores do you enjoy on your street?**

**A:** I like March, Hudson Grace, Future Perfect, Elu, Poetica, Button Down, and Rims & Goggles.

**Q: What do you think San Francisco offers that other cities don't?**

**A:** Everything is so convenient and compact; one neighborhood morphs effortlessly into another. It's so conducive to creativity at an intimate level.

— Paige Porter Fischer



**SUE FISHER KING** PURVEYOR OF LUXURIOUS LITTLE TOUCHES

In Manhattan's SoHo district recently, Sue Fisher King was gathering swatches of fabrics: bunches of ripe purple grapes and pink roses in full bloom, all spilling across ecru linen and looking as if they had been dipped in tea. King found the effect enormously pleasing and felt sure it would translate well across the continent to her shop on Sacramento Street.

Rather than covering the contours of overstuffed furniture or cascading by the yard down the sides of windows, King envisioned the material for tablecloths—backdrops for cutlery, crockery and crystal, not full-skirted, excessively decorative shrouds beneath tchotchke tableaux. "I like serious merchandise that has a use," King explains, describing an approach to home adornment that has been fine-tuning itself for 12 years at Sue Fisher King. Over the years, King has evolved into one of the city's better-known suppliers of beautiful bed and table linens, other components of unique table settings, and assorted accoutrements associated with gracious living. "I came to realize how influenced I was by surroundings," she says. "If they are attractive and harmonious, I just feel better. I was always impressed by people who paid attention to detail." King describes her prototype shopper as the sort of woman who pours her morning tea from an exquisite porcelain teapot into a delicate teacup on a saucer every day, whether or not there's company; the kind of woman who dabs her lips with a linen napkin.

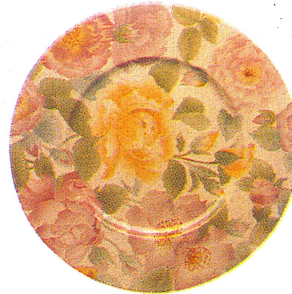
At Sue Fisher King, that napkin might cost \$31, and while people do come in and buy a dozen or more, the issue here isn't money, she insists, but those little special touches that really don't

take a lot of time, but add so much to ambience. King has a quirky presence of her own. She is classically Ingrid Bergmanish—a tall blonde whose blue eyes sometimes look at the world through wide-framed, tortoiseshell glasses. She confesses that originally she was a "tea-bag-in-a-chipped-mug kind of gal." Glancing around her shop, the idea becomes as hard to digest—and as delicious—as the discovery that Ralph Lauren's name is really Ralph Lifshitz. Tiny goldfish swim around in the giant crystal compote that rises from the sales counter. In the center of the room, a carved, wooden, four-poster bed, made up with scrumptious eyelet lace linens, yawns welcomingly. Italian and French pottery, stemmed glasses, potpourri, beeswax candles, gilded candlesticks, luxurious linens, and crystal vases for fresh-cut flowers are arranged on shelves and tables around the room. In the back, French doors open onto a garden filled with terra cotta planters.

**Born to shopkeep: Sue Fisher King and one of her collection of Italian floral chargers.**



PHOTOS © 1990 JOCK McDONALD



After Magnin, she moved on to Trader Vic's, where she managed the gift shops at the restaurants on Cosmo Place, in Emeryville and Beverly Hills, and at Señor Pico's, Victor Bergeron's Mexican restaurant in Ghirardelli Square. As a buyer she purchased what she refers to as "highfa-lutin folk art": merchandise that complemented Bergeron's own artwork and Trader Vic's food products. The company gave her



## SUE FISHER KING

a lot of freedom and, she jokes, all the guacamole and tortilla chips she could eat.

She struck out on her own after her father died and she inherited some money. "I went to a career counselor to find out what I wanted to do and found that I was already doing what I really love: traveling and shopping." So, even before she rented a space for her

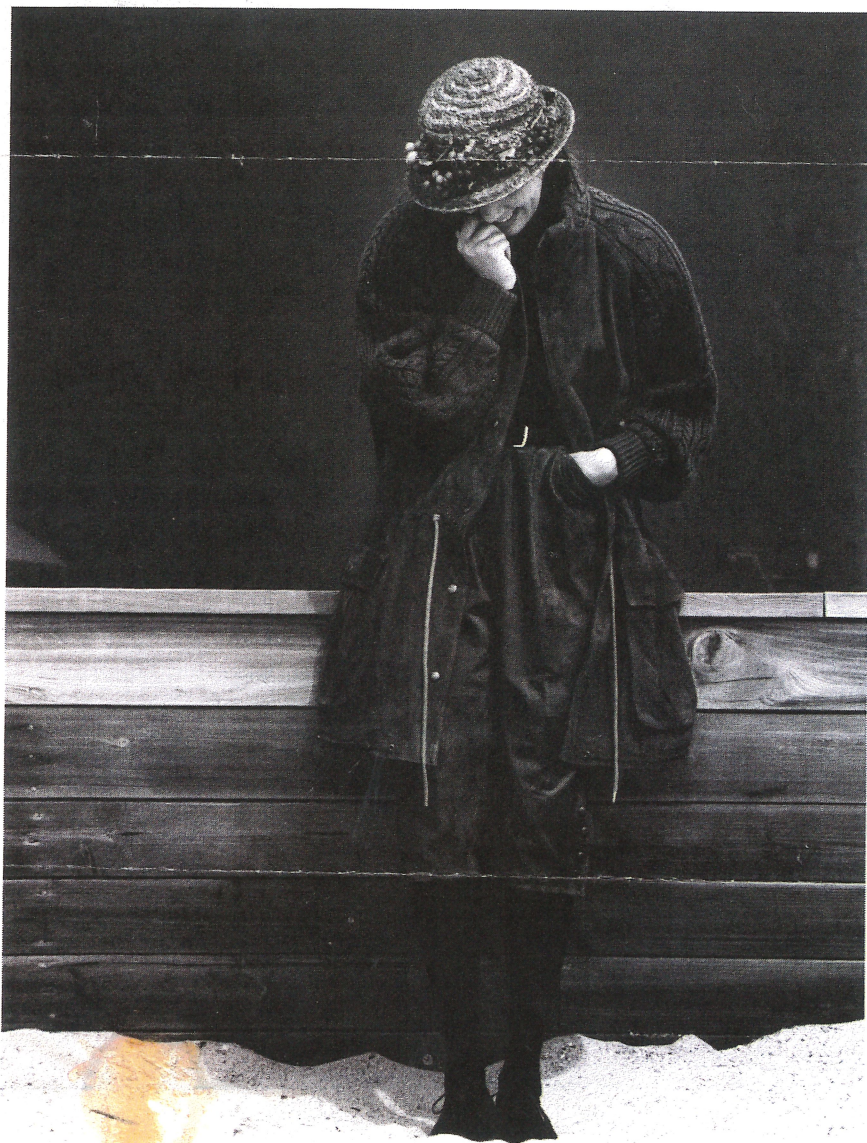
shop, she went to Europe and began buying and buying and buying. "Stuff started arriving at my apartment, which began looking more and more like a linen warehouse."

The first Sue Fisher King was next door to the present shop. It got its name, she says, because she couldn't think of any other, and, "I still didn't really have a point of view." Her guide was her eye, and

pleasing it, the criterion. "I really think now that I was trying to recreate the I. Magnin mezzanine of the '60s. It took three or four years before I got to the point where it made sense." Certainly one of the reasons for the shop's initial success was its timing. Up to that point, there hadn't been overwhelming interest in bed-and-bath decor. But recently, interest has grown beyond the boudoir to the rest of the house. "These days," she says, "people spend a huge proportion of their income making their nest attractive on an ongoing basis."

Her merchandise, which occasionally includes pieces of furniture, is sold retail in her shop and wholesale from her S.F.K. Co. at gift shows and through representatives. It is predominantly European, with an emphasis on French and Italian. "In Italy," she notes, "you find rooms of people painting pottery. No one in America does this." One of her frequent stops on buying trips abroad is Pitti Casa, a huge housewares market in Florence that is a feast for the eyes. "I run up and down the aisles and, when the dollar is weak, out the door. The fabrics and colors are the cutting edge. Wild colors will sell all right in throws, but in sheets, forget it. Americans just aren't ready for that."

King's own house, perched on the side of a hill in the Hurricane Gulch area of Sausalito, is like a changing stage set. Furniture comes and goes, sometimes ending up in her store's annual warehouse sale (her wrought-iron-and-glass dining table and an antique wicker sofa and chairs appeared at the last one). At the moment, though, her nest is practically empty and, truth be known, she rather enjoys it that way. "It's kind of peaceful," she says mischievously. There's a definite no-nonsense side to King, who is the first to tell you, when it comes right down to it, "No one really *needs* any of this stuff." ■



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Classic SF

# The Shop Around the Corner

By Sally Fay

• July 15, 2019 3 minutes read



Sue Fisher King poses with her dog, Tatum, whom she calls her “baby.” The popular home goods proprietor has been a mainstay on Sacramento Street for four decades.



When an out-of-towner wants to know where to shop in San Francisco, one easy answer is **Sue Fisher King** on Sacramento Street. King's eponymous store is a favorite of locals in the know for luxurious housewares and gifts, linens, porcelain, cashmere throws, artisanal crafts, scented candles and jewelry. You'd be hard-pressed to walk into Sue Fisher King and not leave with the perfect gift for a friend — and yourself. There's a good reason King has been in business for 40 years and was recently honored by the U.S. Small Business Administration with its Small Business Week Recognition Award 2019 for San Francisco's District 2.

It is uplifting to walk into Sue Fisher King. The shop always has new things to delight your eye along with mainstays from such brands as Parisian home goods company Astier de Villatte, linen purveyors Porthault and Matouk, and Bridie Hall's Alphabet Cups from London's "killingly divine" Pentreath and Hall. Each item represents King's passion for finer things, a well-travelled aesthetic and a soft spot for color, whimsy and exquisite craftsmanship.

King grew up in Portland, Oregon, where she worked at the department store Meier & Frank as a teenager and loved it. The first time she visited San Francisco, she vowed to live here. Soon enough, she found herself in Northern California, studying at Mills College before transferring to UC Berkeley.

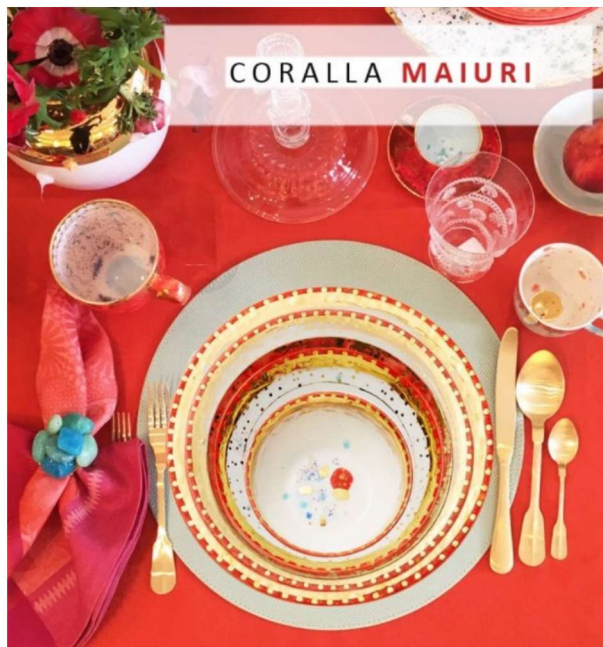
King got her early training at San Francisco's most sophisticated department store at the time, I. Magnin on Union Square, working under **Jacques Neuville**. "He had wonderful ideas and wonderful taste," she recalls. "He knew all the great factories. I still buy from one of them in Veneto called Ceramica Este. They've been around forever. He bought from them, so I learned about that vendor from him and now the daughter runs it."

King liked the whole idea of gifts and, following her time with I. Magnin, went to work at Trader Vic's gift shops: "Trader Vic's had two stores, one in Ghirardelli Square next to Señor Pico's, and then we opened one right after I started, inside the Senor Pico's in Beverly Hills, so I spent the next 10 years going back and forth to L.A.!"

Sue loved her time there. "Trader Vic's (founded by **Vic Bergeron Jr.**) was a wonderful place to work," she says. "I mean the greatest people in the world." It



was through her job there that King got to travel and buy from vendors in Central Mexico and Central America. She learned a lot about importing and shipping goods.



"I left Trader Vic's to start my own thing," she explains. "I was harking back to my Mr. Neville days." That meant navigating away from a business focused on selling folk art. "I was interested in all this cute European stuff that Mr. Neville had carried." On the hunt for a location, she settled on the space now occupied by the kitchen store March on Sacramento Street. "I found a couple of people to work for me, and off we went!"

At the beginning, business was slow but steady. "It helped being next door to the Christmas store and two doors down from Bloomers," she recalls. "The lovely men who owned the Christmas store retired from retail and offered me their space next door." King relocated her shop there, and it's carried her name ever since.

When asked how she's kept her business going strong after all these years, King replies, "You just keep sleuthing for things that are interesting. You try to find things that are unique to you." She praises the *Ma Vie à Paris*, the 2016 insider's guide to the City of Light by Astier de Villatte co-founders **Benoit Aster de Villatte** and **Ivan Pericoli**. "Everything in their book, I have to say, is quite divine because they have a take on things," she says. "They are super



sleuths and they love to eat well. They don't skimp on anything so they have a good attitude for sleuthing. They like the good life."

It takes a skilled supersleuth to know one. King credits her team, the women who work alongside her, for her success as well as loyal customers such as **Dede Wilsey**, who loves Porthault products and anything pink and green. "So many people started coming here when I started out and they still come here," she marvels. "It is amazing!"

**Sue King Fisher 3067 Sacramento St., San Francisco; 415-922-7276**  
**[suefisherking.com](http://suefisherking.com)**

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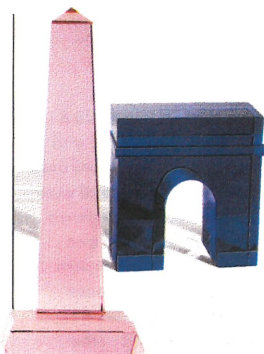
**#Dede Wilsey**

**#Sue King Fisher**



**SAN FRANCISCO'S SACRAMENTO STREET** *Straddling Pacific Heights and Presidio Heights, two of San Francisco's most gracious neighborhoods, Sacramento Street has experienced a boomlet of sophisticated and elegant shops. And it's no wonder: With well-established local families now joined by an influx of tech entrepreneurs, there's no shortage of beautiful nests to feather.*

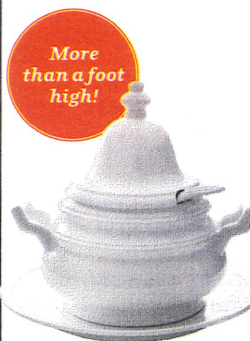
**ANTHEM** Global glamour in contemporary style: shaggy Tibetan wool stools with Lucite legs, teak and crystallized resin trays, handwoven Spanish textiles. They excel at producing one-of-a-kind light fixtures, and there are high-end bath accents like soap pumps inlaid with mother-of-pearl. **3274 Sacramento St., 415-440-6500, anthemsf.com.**



**ANYON ATELIER** Interior designer Lindsay Brier's fresh, bright California look is on full display in her new boutique. Standout items, such as a metal table with a Mondrian-inspired base, are mixed with Rebecca Atwood pillows and ceramics by local artist Alex Marshall. **3452 Sacramento St., 415-814-3849, anyondesign.com.**

**THE FUTURE PERFECT** High design with a capital H. It's the only place in the United States to buy Piet Hein Eek's scrap-wood cabinets. Happily, though, there are items at every price point. The tongue-in-cheek **crystal monument paperweights** make great souvenirs. **3085 Sacramento St., 415-932-6508, thefutureperfect.com.**

**HUDSON GRACE** Owned by retail veterans who are unfailingly savvy about stocking their shop with the perfect **enormous white ceramic tureens** and platters, washed-linen napkins in 16 hues, and antique hotel silver. Just stepping inside will make you want to throw a dinner party. **3350 Sacramento St., 415-440-7400, hudsongracesf.com.**



**KENDALL WILKINSON HOME** Wilkinson's Lucite and lacquer furniture collections are mixed with vintage treasures. The vignettes in the shop's window are meticulously put together and refreshed every few months. **3419 Sacramento St., 415-409-2299, kendallwilkinson.com.**

**MARCH** The vibe is very special—utilitarian in spirit, rigorously modern to the eye, and hand-touched in feel. It's a unique shopping experience for the kitchen and the table. **3075 Sacramento St., 415-931-7433, marchsf.com.**

**THE RIBBONERIE** A trove of ribbons and passementerie. Look for gold and silver cording, tassels, soutache, and gimps, plus vintage jacquards

and petersham grosgrains displayed in antique oak mercantile cabinets. **3695 Sacramento St., 415-626-6184, ribbonerie.com.**

**SERENA & LILY DESIGN SHOP** The storefront, opening in May, will bring this happy, colorful catalog to life. Outfit an entire house from floor to ceiling, inside and out. Everything they carry will be on view, the staff can help advise, and then it will all be shipped to your door. **3457 Sacramento St., 415-580-7078, serenaandlily.com.**

**SUE FISHER KING** A cherished go-to spot for housewares for more than 30 years, where you'll find things in colors to melt your heart. Don't miss the striking kaleidoscope-like



**Venetian glass tumblers** and the exquisite selection of bed linens. **3067 Sacramento St., 415-442-7377, sushierking.com.**

**VINTAGE À LA MODE** A well-known source of vintage couture for society ladies, it's also the place to find old-glamour furnishings, such as gilt Hollywood Regency side tables and Art Deco chairs originally installed on a 1930s ship. **3234 Sacramento St., 415-440-1554, vintagealameda.com. >>**







top left: A Shinto Shrine, imported by Makoto Hagiwara, creator of the Japanese Tea Garden, was replaced with this Buddhist pagoda, otherwise known as a treasure tower.

above: The Drum Bridge in the Japanese Tea Garden is from the original 1894 Exhibition and survived the demolition of much of the garden during WWII.

top right: The storefront and show floor of Sue Fisher King in the Lower Pacific Heights district are updated weekly to keep things fresh, ensuring repeat visitors.

while rocks and shrubs are placed to express traditional symbolic meaning. A red-lacquer Buddhist pagoda stands in the center of the park, and gates near the main entrance and pagoda showcase beautiful and distinct Japanese architecture. The garden is a testimonial to the importance of the presence of Asian culture in the city.

#### In Town Design Resources

Long a San Francisco retail destination, Sue Fisher King is a superb home-furnishings bastion that consistently delights and inspires. Known for interior-design events and trunk shows, product highlights include the largest collection of Astier de Villatte tableware available anywhere in the U.S., making the store a popular resource for bridal registry and interior designers alike. One item in particular has put Sue Fisher King on the map with designers: Lava Stone tables. Since finding, in France, and then introducing this incredible material to the U.S., the store now creates not only custom tabletops, but kitchen countertops as well.



# 2019 Small Business Week Highlights

## Mayoral Honorees



Mayor Breed with her 2019 honorees.

- Community Leadership Award - El Rio
- Community Impact Award - Newbill Barbershop & Thrasher Magazine
- Community Innovation - Java Beach Cafe & Pancho Villa Taqueria
- Business Strengthening Award - Li Po Cocktail Lounge & Papenhausen Hardware
- Heritage/Legacy Business Award - Doré Studio & Gold Mirror

## Board of Supervisors Honorees



Honorees with Small Business Commissioners and Director for Office of Small Business

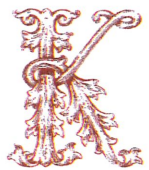
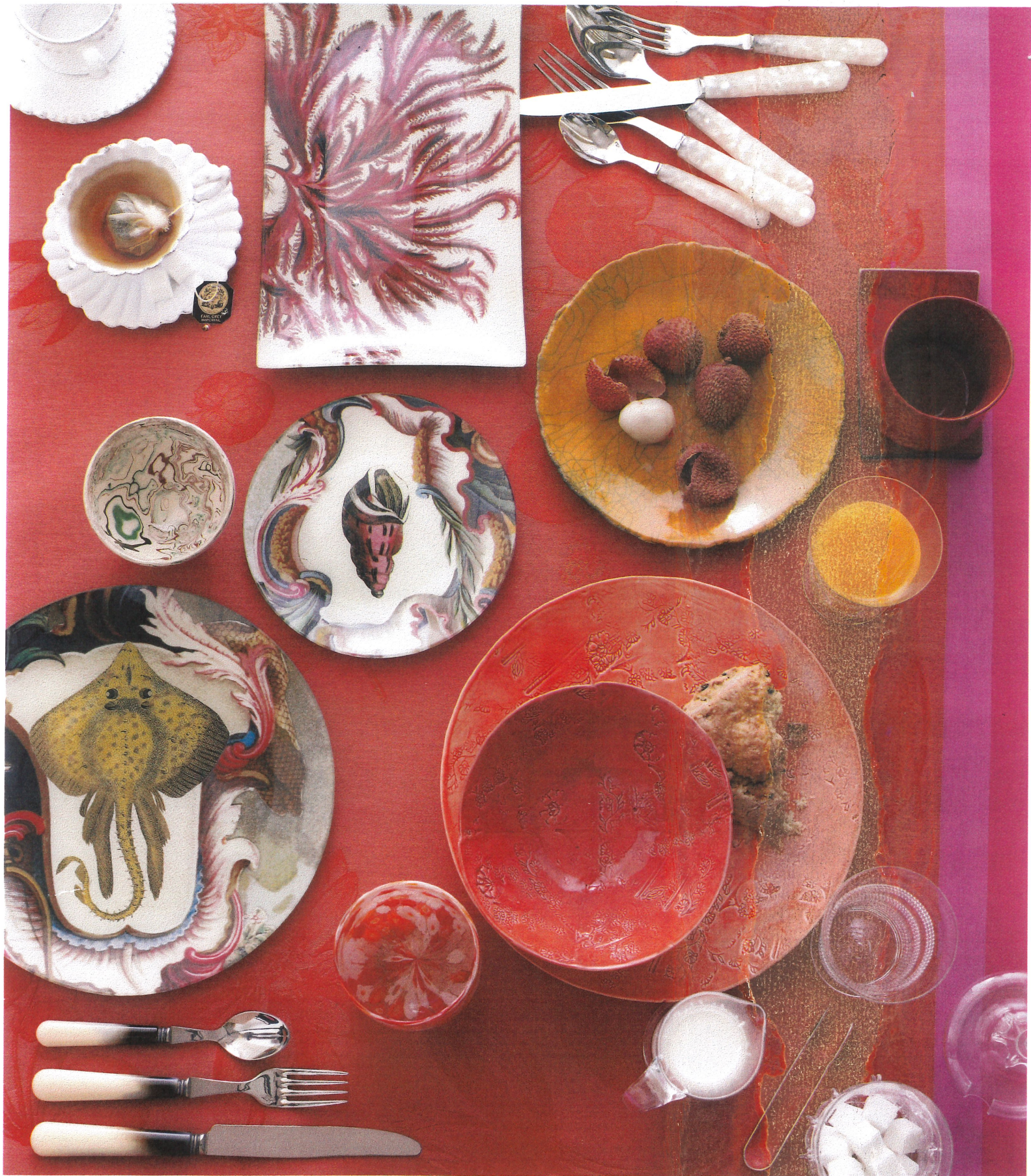




District 2: Sue Fisher King

*U.S. Small Business Week Recognition Award 2019*





*Congratulations on 25 years of excellence*

**SUE FISHER KING CO.**

3067 Sacramento Street, San Francisco, CA 94115  
(415) 922-7276 • [www.suefisherking.com](http://www.suefisherking.com)

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