

# Solstice Outdoors: Helping people connect with nature

**Solstice Outdoors** is a locally-owned outdoor store and gear shop whose stated mission is to be “a catalyst in the community for connecting customers to the outdoors and to one another.” They accomplish this goal while providing quality outdoor products and exceptional customer service to keep their clientele on the move, whether they hike, bike, paddle, run, ski, walk or camp.

Originally from Ashland, store owner Katie Gellatly returned to the area in 2001 to work at Northland College. Ten years later, she and her husband Dave opened Solstice Outdoors in downtown Ashland. They saw the business as an “opportunity to contribute to the vitality of the community by offering residents and visitors to the area a place to find quality outdoor-inspired clothing and gear that you just can’t find in the region.”

Since moving into their spacious new digs in 2015 inside the stunning Blue Wave on the Bay building adjacent to Maslowski Beach, Solstice Outdoors has become Chequamegon Bay’s outdoor recreation center where visitors and locals alike have turned out in large numbers to rent a paddleboard, bike, kayak, skis or snowshoes to explore our area.

“Over 50% of our kayak and paddleboard rentals last year were local residents taking advantage of the affordable rates we offer,” Katie noted. “We want to get people out there and help them realize there is so much to do right here in Ashland.”

She also wanted folks to know that they sell their rental kayaks at the end of the season so people can get a great deal on an awesome watercraft.

“We have been able to expand our camping gear selection at the new store,” Katie added. “You can get pretty much everything you need to outfit your trip and we have gear for world travelers as well like water filtration systems. So even if you’re heading to Costa Rica, you can get the gear you need right here.”

Looking ahead to the 2016 summer season, Katie said Solstice Outdoors will offer drop-in classes as well as guided estuary kayak tours with an emphasis on learning about local flora and fauna.



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[www.solsticeoutdoorstore.com](http://www.solsticeoutdoorstore.com)



Solstice Outdoors owner Katie Gellatly (above) is an Ashland native. Store employee Larina Adler (left) checks inventory on a recent Monday morning. The store also carries Lake Superior merchandise, including shirts, earrings and necklaces with an outline of the Big Lake on them. **Winter hours:** 9 a.m. to 6 p.m. on Mon., Tues., Weds., Fri. and Sat.; 9 a.m. to 7 p.m. on Thurs.; and 9 a.m. to 3 p.m. on Sun.



400 W. Main St. 715/292-6561  
[www.solsticeoutdoorstore.com/solstice/](http://www.solsticeoutdoorstore.com/solstice/)  
[www.facebook.com/solsticeonmain](http://www.facebook.com/solsticeonmain)



## Solstice offers 4 seasons of fun, inspired fashions

Since June 2015, the corner shop at 400 West Main Street has been home to **Solstice**, a fun little clothing boutique located in the heart of Ashland’s historic downtown. Featuring hand-picked, inspired clothing and goods to make you look and feel fabulous, Solstice is owned and operated by Katie and Dave Gellatly.

“It’s not an outdoors store and it’s not super expensive,” Katie noted. “We carry around 70% women’s fashions and 30% men’s clothing.”

She said Solstice gets new inventory in all the time. “We offer affordable, on-trend fashions in sizes ranging from XS to XXL,” Katie added.

The store stocks plenty of denim for both men and women, with labels like Lucky Brand, KUT From the Kloth, and Prada. In addition, Solstice offers select footwear for the season.

Savvy shoppers can put together a whole new look from head to toe with all of the great extras and accessories at Solstice, including earrings, purses, mittens, leg warmers, hats, scarves, socks, sweaters, and boots.

Solstice will be running a **Valentine’s special in February** featuring lots of great ideas for gifts for your sweetheart. Stop in and check it out!

“This is a great time to visit our Main Street store if you haven’t been in there before,” Katie said.

\* **Solstice winter hours:** Mon. through Weds. and Fri., 10-6; Thurs., 10-7; and Sat., 10-5. Closed on Sundays.

