

2026 COMPANY FACT SHEET



A Unique Upstate New York Shopping Experience

We are a small, yet rapidly developing company with hometown roots and a vested interest in our community. Located in the internationally recognized Wine Country of the Finger Lakes Region and the largest private commercial property owner in the Historic Downtown District, we are building our customer base annually to include both new and repeat visitors to our destination shopping experience.

About our Flagship Store

Established in 2016 as a home decor store and then transformed following the pandemic of 2020 into a year-round Christmas destination experience, our flagship store has expanded rapidly in both size and following. We now offer four connected historic storefronts with over 10,000 sq. ft. of “Everything Christmas” as we move forward on our plans to create a Christmas Department Store in the historic downtown district of Lyons, New York.

The Christmas Store of New York



LYONS, NEW YORK

Glenn Wasman &
Craig Fraser, Owners
Glenn@EvolveForTheHome.com

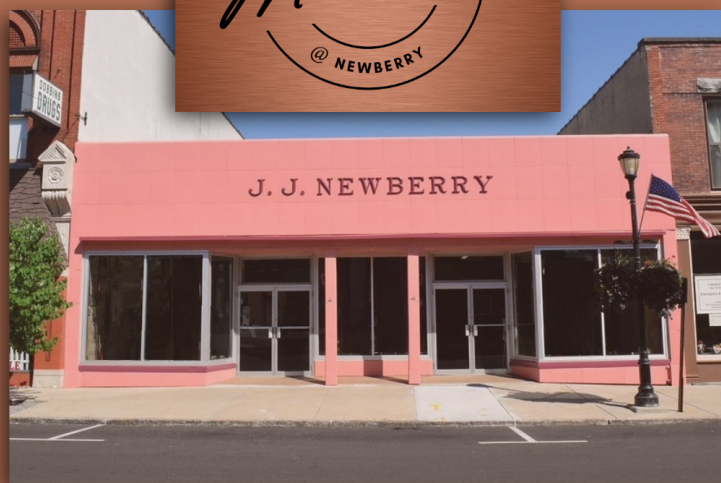
57 William Street
Lyons, New York 14489
(315) 937-8409

EvolveForTheHome.com
EvolveMercantile.com
EvolveForTheHomeOnline.com

Our newest Location

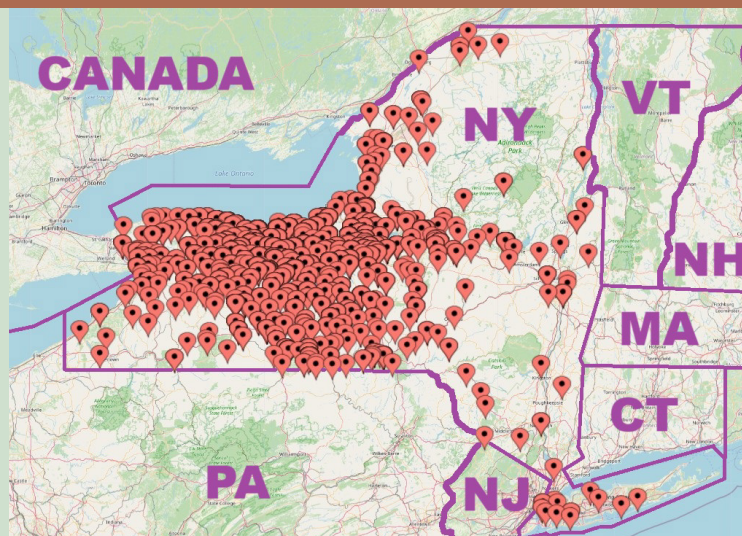
Directly Across The Street

Acquired and opened in April 2025, and offering an eclectic yet finely curated selection of stylish apparel, home decor and accessories, mixed in with quality vintage finds our newest store greatly enhances our goal as a destination shopping experience to our hometown.



By the numbers

- 7 Buildings with 5 Storefronts
- 14 Employees
- The Christmas Store 10,000 sq. ft.
- The Mercantile @ Newberry 5,000 sq. ft.
- Visitors from 41 states and all 62 New York counties.



Notes



Social Media

Facebook: EvolveHome & LOCK27NY
Instagram: EvolveForTheHomeLyons

