

ST. ARMANDS CIRCLE INTRODUCES URBAN CULTURE BOUTIQUE

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When Dr. Susan Flagel made the bold leap from pediatric medicine to boutique ownership, it wasn't just a career change — it was the start of something much more personal: a dream to create community.

In 2020, when the world slowed down and uncertainty loomed large, she found herself at a crossroads. Her medical practice had reduced salaries in the wake of COVID, “They told me they didn't know how to make money off a pediatrician,” she recalls with a smile. “So I gave notice — and decided to take a chance on something that had always lived in my heart.”

That leap of faith became Urban Culture, a boutique inspired by diversity, inclusion, and joy. “Urban Culture represents a group of diverse individuals who come together to form a community. I wanted to create a space where everyone feels welcomed and comfortable — a place where you can find something that makes you happy, but even more, where friendships can form.”

From its early beginnings in North Port to its exciting new home on St. Armands Circle, the boutique has blossomed. “Moving to the Circle this year was a huge milestone.” The shelves are filled with fun, feel-good finds — from cozy everyday staples to unique statement pieces you won't see everywhere. “I choose everything based on a feeling,” she laughs. “If it makes me happy, I know it'll make someone else happy too.”

When visiting Urban Culture Boutique, she hopes people remember, “That they felt welcomed. That we had a conversation that made them smile and brought a little sunshine into their day.” For her, that's what the spirit of St. Armands Circle is all about — small businesses lifting each other up, sharing the struggle, and celebrating the wins. Each morning when she unlocks the boutique and the sun streams through the windows, she feels it all over again — peace, gratitude, and joy.

Her family has been behind her every step of the way — “They've brought to life what I imagined in my dreams,” she says. “Today, is what I dreamed of last year.”

