



Retail round-up

**Tula
USA**

In late 2016 Brooklyn's Christan Summers and Ivan Martinez left careers in creative direction and advertising to build their retail business Tula. Their point of difference is mobility: the plant shop is set inside a forest-green 1987 Chevrolet box truck called Tulita. "If you are going to start a business why not create the environment that you really want?" says Summers.

The pair sell their plants at weekend markets, typically running out not long after midday. Weekdays are spent in the

studio potting plants and developing products, or on buying trips to greenhouses and nurseries. As Monocle visits they've just returned with a full stock: there's the rubber-leaved ficus, the fiddle-leaf fig and a single bird of paradise plant, the only one that met their high standards today.

Martinez and Summers have artfully applied their design talents to Tulita, which sports the text "Plants are alive" across its front. The tagline is a nod to a core part of their business: not just to sell beautiful plants and pottery but to educate their customers about what can live in their spaces. — *MDB tula.house*



01 Christan Summers (right) and Ivan Martinez in their truck

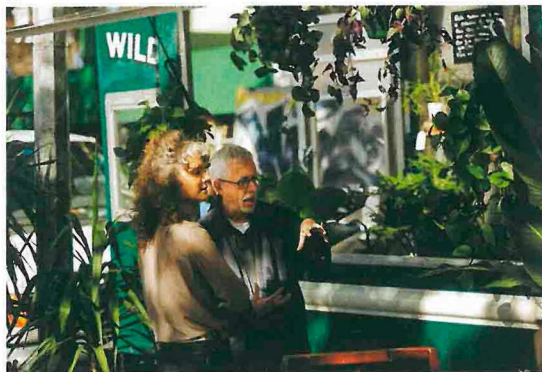


02 Plants on sale at a farmers' market

Three more we like

**Wildernis
Amsterdam**

White walls show off artfully arranged terracotta pots, tiny cactuses and terrariums, while houseplants hang from the ceiling. A hub for urbanites, it demonstrates what is possible even in the smallest space. — *GWP wildernisamsterdam.nl*



03 Busy selling greenery on a Saturday

**Prick
London**

Doubters told Prick owner Gynelle Leon her idea was too niche when she quit flower-arranging to launch a cactus-and-succulent specialist retailer. But her gamble has paid off: collectors now flock from far and wide to her selection of weird and wonderful treasures. — *NSG pricklondon.com*

04 Talking horticulture

**Loose Leaf
Melbourne**

This botanical design studio and retailer is leading the green revolution down under. Popular plants are available to buy from an industrial space in Melbourne's Collingwood. Owners Wona Bae and Charlie Lawler also educate customers. "Plant maintenance is a hugely important consideration when bringing greenery into the home," says Lawler. — *NSG looseleafstore.com.au*



05 Tulita is a mobile shop and greenhouse



06 Bird of paradise plant



07 Tulita doubles as a greenhouse