



MEDIA RELEASE

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Mayor Jacobs' Business Series Features The Adorable Child Consignment

KNOXVILLE, Tenn.— Knox County Mayor Glenn Jacobs interviews Brad Hobbs, owner of The Adorable Child Consignment, as part of his small business series.

Each week, the Mayor conducts interviews with small business owners, offering them the opportunity to talk about what they do; highlight their work; and share any future plans. A new vignette runs each Wednesday on the county and Mayor's various social media platforms.

The Adorable Child, located in Farragut's Village Green Shopping Center, provides fine label, gently used clothing, shoes, toys, and equipment for children.

"We have the biggest selection of the best brands in town," Hobbs said.

Hobbs started the business in June 2006 as a 1,200-square-foot boutique shop. The operation went online in 2015 and then moved to its current location – due to it quickly growing – in 2017.

"What I have found is that the hybrid model of both online and brick-and-mortar is, I think, where the real future opportunity is," Hobbs said. "People still like to come out and shop, particularly for clothes (because) they want to see and check the condition of them. The online business brings in traffic to the store. The store allows us to present a good face to the whole community nationwide."

To hear more of what was said, check out the [video](#).

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