



ISLAND WAY BOUTIQUE

Venice's Go-To Destination for
Style and Coastal Charm

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Three years ago, Dan and Julie Moskwa brought their Ohio roots and entrepreneurial spirit to Venice when they purchased Pier 22 Home Décor on Nokomis Avenue. They invited longtime friend and business partner Heather Yates to join them on this adventure, combining their unique talents and passions for design to create a truly special shopping experience. This “dream team” quickly made Pier 22 their own, transforming it into a destination for those who appreciate quality and creativity in home décor.



Their vision didn't stop there. Just one year later, Island Way Boutique emerged as an extension of Pier 22, adding a vibrant selection of women's clothing, accessories, and more. With the goal to “decorate your home and fill your closet,” the trio set out to bring a fresh twist to the shopping experience. Island Way Boutique offers comfortable yet stylish women's fashion that is playful and island-inspired. Here, you'll find resort wear, casual clothing, and cruise-ready ensembles thoughtfully chosen to appeal to all ages and sizes, as well as unique jewelry, shoes, hats, and even fun eyewear. Each item is ensuring there's something special for everyone.

From the moment you walk into Island Way Boutique, you are transported. Echoing the charm of sister store Pier 22, the decor and layout creates a cohesive brand experience with a coastal touch. It's not just about the products—it's the atmosphere and the exceptional customer service that sets this store apart. Whether it's offering honest style advice, putting together complete outfits with ease, providing personalized consultations, and FaceTime shopping for clients who split their time between Florida and other states, the knowledgeable staff at Island Way Boutique goes above and beyond.

Shopping at Island Way Boutique is more than a transaction; it's an experience. The team encourages you to bring along your friends—or even your husband (there's a cozy chair just for him!). The warm and welcoming environment makes every visit feel like a mini getaway, with customers often saying that a trip to Island Way Boutique is their “therapeutic fix.” With new items arriving frequently, the store stays fresh, dynamic, and always on trend.



Lee Walkup models a beautiful blouse.



Community connection is also a cornerstone of Dan, Julie, and Heather's mission. The store regularly hosts fashion shows for charity events and women's groups, and popular “sip and shop” evenings with other Downtown Venice businesses. Through social media, fans can stay in the loop on these and other events, as well as the latest arrivals and promotions, creating an ever-growing community of loyal shoppers who genuinely enjoy being part of the Island Way family.

Step into Island Way Boutique for a shopping adventure that's refreshingly unique, deeply rooted in Venice's seaside charm, and always chic. Follow them on Facebook and Instagram for a glimpse of what's new, or better yet—come in and see for yourself.

For more information, call (941) 451-9668 or email islandWayBoutique@gmail.com. Island Way Boutique is located at 225 Miami Ave W, Venice, FL 34285.