



Community Business Profile:

The Half Full Vintage Market
205 W. Main Street, West Dundee, IL



The Half Full Nest Vintage Market comes home to roost in West Dundee

When looking for a place to put down business roots, West Dundee was the obvious choice for Angelike Ajroja.

Having called the 60118 zip code home for more than two decades, she has long been drawn to the town's rich history and character.

And it's proven to be the perfect backdrop for the shop she opened in 2019 called The Half Full Nest Vintage Market. Offering a carefully curated collection "of all things lovely for the nest and beyond," the home decor and vintage goods shop is located in a former church building at 205 W. Main St. Built circa-1882, the building has long drawn the admiration of Ajroja.

"There are few structures that are as enchanting as an historic country church," she said. "It represents a significant piece of the area's history when the earliest pioneers settled here and built their communities around their place of worship."

The Half Full Nest initially began as a blog dedicated to Ajroja's love of design. In early 2019, with her oldest away at college and her youngest soon to be driving, she felt the time was right for her to step back from her corporate executive position of more than 20 years and pursue her passions in the form of a brick-and-mortar shop.

After that decision was made, it's been full steam ahead. These days, Ajroja divides her time in the shop and on the road, hunting for new finds. She shares more about her business in the Q&A below:

What are the first things customers see when they walk through the doors?

"The beautiful historic architectural details of the building, which is one of the things that made me fall in love with the location. We've even had a groom arrange for his marriage proposal at the shop and bridal parties that have come to take their pictures in the stairwell."

What sets your store apart?

"We have a unique mix of old and new merchandise at all price points. One of the things we are well known for are our merchandise displays. We also have a huge variety of design styles — everything from funky mid-century pieces to the more rustic, time worn farmhouse styles that are so popular these days."

How do you keep your store's inventory fresh?

"We add new merchandise several times throughout the week. It's very important to be fresh each season and to offer merchandise people want for that season, whether it's greenery or decorative pieces for certain holidays."

What is one thing you think customers should know about your shop they may not be aware of?

"When we say we have everything lovely for the nest and beyond, some may not be aware that our mix of merchandise includes clothing, apothecary offerings, jewelry, accessories and some gourmet items, in addition to our home decor collection."

What's your vision for the business?

"We believe that your home should be a reflection of your unique personality, a place where you can find peace and comfort surrounded by specially selected objects that make you smile. Our vision is to help people achieve this, from both near and far."

How has your experience with West Dundee officials been?

"We love that the village engages with the community with events like Dickens in Dundee and also puts great effort into community development for its businesses and residents. They all take great pride in our community and they are committed to making West Dundee a thriving, wonderful place to live and work."



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