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The Smoky Mountain Gift Show, Inc.®



Preserving nature as keepsake

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Leaves, the most graceful sign of life

Since the beginning of time

They rise when the sun shines

They dance when the wind blows

They cry when the rain falls

And when tomorrow comes,

they tirelessly rise up again to face another day.

“Alvin wrote this because he felt inspired thinking how man and nature are so much alike as we are both part of creation,” says Caroli Esguerra of her husband and business partner. The two own [the Rose Lady](#), an artistic endeavor that takes real life flowers and leaves, and preserves them forever in gold.

“We do both love working with nature so much and treasure it even more because we do work with it every day,” Caroli says. “Our customers, in turn, often share stories of their love for nature and how much our products mean to them.”

The Rose Lady was established in 1993 as a reflection of Caroli’s childhood memories of growing up on a farm in Indiana. The company produces necklaces, bracelets, earrings, bookmarks, ornaments, napkin rings, nightlights and sun catchers out of their original gold cast flowers and leaves.

“The thing about dealing with nature is it is more beautiful than anything that man can make. We just enhance it,” Caroli explains.

More beautiful, and more challenging in many regards. But it is a challenge that Alvin, Caroli and their team seem to relish. The process from picking a specimen to plating it often takes a week to complete. Availability of raw materials sometimes depends on how much rain they have received in a season, or if a favorite tree is still thriving. Sometimes they get requests for flowers that are too delicate to cast.

Because they use actual plants and not molds, no two items are the same. Which truly resonates with shoppers. “People love to pick them off the tree display. They feel like they speak to them, such as ‘oh this one is mine,’ or ‘my mother loved this color.’ It’s a piece of life that has been preserved, so that makes it really special,” Caroli says.

The Rose Lady has been exhibiting at the Smoky Mountain Gift Show since 1997. “I adore Gatlinburg,” Caroli says. “I love every minute of being in that town. It feels more like vacation than work.”



Caroli Esguerra

“We always stay near the creek, and we listen to it run at night. We take our walk downtown and into stores. We love going to the Park Grill. Sometimes you see a bear—it’s just a magical place,” Caroli muses.

And for Caroli and Alvin, the volume they receive in orders from SMGS attendees speaks for itself. “We did really well,” Caroli says. “At the end of the day when we totaled everything up, we said we love this. We love the show; we love the staff. It’s our trade show family, and it feels really special.”

“We work tirelessly as a team. It may be called the Rose Lady, but Alvin has made this company grow.” Caroli concludes, “We think that we’re very lucky in that we don’t have a trendy product, because nature never goes out of style.”

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