



Wendy Buhr, Ella's

Since I was a child I knew I would work for myself or at least be "the boss." I was raised in a home where my antique dealer mother was forever redecorating or selling off our furniture. We would come home to find she'd sold our bed, couch, dining table or whatever she could to double her money on. But never to fret, she always replaced them with something cooler than before.

I've always had an eye for the shabby and chic and have been building business plans since I was about ten years old. Whatever I was into I was making a business venture out of it. Why not make money doing or playing with the things you love? And when you are passionate about something it's easy to sell because you really believe in your product.

What prepared me? Organizational skills, management, sales training and the ability and desire to take risks.

My inspiration? The hunt for beautiful things, Sally Neal of Irreverence and Alison Knowles of Cali's.

I enjoy having the freedom to create without having to ask for permission. I enjoy making people feel more confident simply by changing their wardrobe.

What has surprised me most? The fact that I've been working for myself since the age of 22 and I'm almost 40!

What keeps me motivated? The wonderful positive response from our customers.

Advice for other women in business? Stay positive and believe in your dreams.