

## 16 How to Open & Run a Boutique

With **ESTHER NASH**, Owner of **Baby Doll and Sugar Daddy Boutiques**

**E**sther Nash, the owner of Baby Doll and Sugar Daddy boutiques, will reveal just what it takes to open and run a successful clothing shop. Esther's boutiques feature retro and vintage clothing, as well as her own swimwear and club wear — which has attracted the attention of clubs and beachgoers throughout the city.



**If you love clothes and dream of owning your own business, this course is tailor-made for you!**

In this fascinating course, Esther will talk about her experiences opening her first shop with nothing more than a dream, a drill and 15 gallons of paint, then tell you how to get career satisfaction doing something you love! You'll learn how to: • Get started • Find the right location (or create the right location from nothing) • Create ambience and build your store to reflect your style and goods. **Plus: The ins and outs of advertising and P.R....Secrets for enticing shoppers...How to grow your business and still have a personal life...And more!**

*Esther Nash opened her first boutique at 18 — with no budget, 15 gallons of paint and stellar fashion ideas and conviction. She has owned three boutiques, has had runway shows at clubs throughout the city and has been featured in top magazines.*

**Course 619D**

**Sec. A**

**Thu. June 7**

**6:30-9:30pm**

**Course fee \$39 / Members course fee \$29**