

CLIENT SPOTLIGHT

RESTYLE BEAUTY BOUTIQUE HAS A PASSION FOR FASHION - TURNS OUT IT'S GOOD FOR BUSINESS



*From left to right: Evie, Jen and Emma;
owners of Restyle Beauty Boutique*

Restyle Beauty Boutique is a consignment shop located in the heart of Downtown Brampton, at 59 Main Street North, that offers contemporary consignment fashion, trending beauty services treatments, one of a kind locally made gifts and wellness workshops!

If you're not familiar, consignment shops sell lightly used items in impeccable condition. Not only is this type of shopping environmentally friendly, it's also a great way to declutter and make room for new styles! The quality pieces and dedication to beauty is curated by mother daughter trio; Evie, Jen, and Emma. These three women are not novices in the beauty business. Emma and Jen are both licensed medical aestheticians and Evie has been an entrepreneur for years.

Evie first fell in love with fashion as a teenager in the modelling industry. She then went on to develop her business acumen as an established entrepreneur here in Brampton. Restyle Beauty Boutique became the perfect opportunity to combine her passion for fashion with her business experience.

No entrepreneurship journey is without its fair share of obstacles, but COVID-19 has presented obstacles across the world and entrepreneurs are not immune. For Restyle Beauty Boutique, this meant closing the doors to their store located in the heart of downtown Brampton. Thankfully, due to their belief in the importance of building community, they already had quite an engaged audience on social media. They leveraged their social media presence as tool to continue providing the community with sustainable fashion.



On Facebook and Instagram, ReStyle Beauty Boutique started hosting a live shopping show to showcase new pieces. In addition, they moved their product sales online to be delivered all over the GTA. Leveraging their online presence to overcome the problems created by COVID, and to help their business flourish.

Embedded in their COVID response is a focus on going to the platforms that members of their community use. It is no surprise that the ladies of Restyle Beauty Boutique attribute getting to where they are today to a dedication to all things beauty and the community they serve. Not only are they plugged into the community as part of the Downtown Brampton BIA, Restyle perpetually finds ways to contribute to the community.

Their *Fashion for The Cure* fashion show, through which the Restyle team raises funds for Wellspring Chinguacousy, a local cancer support centre, is just one example of their positive impact on the Brampton community.



The Restyle Beauty Boutique team at Fashion for The Cure 2020

Through all the hustle and bustle of curating beautiful pieces, putting together charity shows, and overall being a positive impact on the community, the Restyle team likes to use the BEC co-working space for all of their important meetings. They found out about BEC from one of their clients and have been plugged into the space ever since!

Their advice to anyone looking to embark on their own entrepreneurship journey: *“as corny as it sounds, **JUST DO IT!** Of course, do your research and don't be afraid to ask questions because knowledge is power. But at the ends of the day go for it and remember to laugh along the way!”*



Restyle Beauty Boutique Storefront

When asked what's next for the Restyle Beauty Boutique they responded, "In some ways this is just the beginning for us. **Moving online has shown us that we have a presence and can really can go anywhere from here and that's super exciting!** We do miss seeing everyone face to face so when we can safely reopen you can expect us to throw a great party!"

The optimism in their response is proof enough that wherever they go next, Restyle Beauty Boutique is sure to continue combining beauty and business in ways that bring community together.

Their boutique is now open by appointment 5 days a week. As well as store pickup through their online store. To find out more about Restyle Beauty Boutique here are all the places you connect with them:

[website](#), [instagram](#), [facebook](#), [twitter](#)