Ardengower is a new business operating from 77 Main Street, Stawell. The pop up store will be open on Fridays from 10am-6pm and Saturdays 10am-2pm. However do not hesitate to contact business owner Sophie to organise an alternate time to visit the store, especially as we get closer to Christmas.

After moving to the local area, Sophie noticed there were limited places for her to purchase clothing and accessories in the labels that she was interested in and was regularly purchasing. This led to her wondering where other women were doing their shopping and if it could be possible to bring these retail opportunities to the local area.

Sophie has worked in retail for many years and is highly experienced in dressing women of all ages, shapes and sizes. Having the opportunity to select an outfit that gives a customer confidence is highly rewarding. To Sophie, style is when the fit, colour and style of the garment are all complementary to the wearer. Clothing is personal and when we are wearing clothes that are comfortable and make us feel great, it is a real confidence boost. As fashion is always changing, it is integral to provide a service which is more about the customer instead of focusing on the current fashion trend.

Sophie worked in a retail store in Horsham where the owner had studied fashion design. The owner educated Sophie on dressing for each individual clients shape as well as information on style, fabrics and fit. It was not uncommon for them to spend half a day with a customer finding and altering an outfit to make it perfect.

Ardengower originated in the format of an online store, which some of you may already have visited. For those customers that live in Horsham, Stawell or St Arnaud, Ardengower offers a complimentary delivery service directly to your home or workplace. These deliveries occur once a week. We are lucky to live in a world that business owners can access and develop ideas from an electronic device at any time of the day. The clothing you will find in Ardengower is very versatile, easy to wear clothing that can cater for customers from 15 years of age up to 60+.
Recently a selection of statement earrings, head scarves and hair scrunchies has been added to the pop up store. These have been particularly popular with customers.

Some of the brands that Ardengower is stocking include:

- Sundays the Label
- Society Addict
- Kiik Luxe
- Adorne
- Living Doll
- Wite
- Grace & Co
- Peach-It

In the future, Sophie hopes that Ardengower will be become a place that locals are excited to visit, and a place that they feel comfortable and valued. A place that her customers can come and enjoy retail browsing, have a chat and enjoy trying on new items. In terms of the online business, hopefully Ardengower can become the first online choice for those time poor women living in regional/rural locations.

For anyone looking to open a business she suggests to really think about the business plan and the intricacies of how the business will service your potential customers and clients. But most of all go for it, as they say, "nothing ventured, nothing gained." Her biggest achievement with Ardengower was having the courage to do what she loves and take those first few steps, they always seem to be the most difficult ones.

For those of you wanting to find out more about Ardengower, you can get in contact with them via:

Website: https://ardengower.com.au/password
Facebook: https://www.facebook.com/pages/category/Product-Service/Ardengower-598143400535061/
E-mail: ardengower@outlook.com.au

Ardengower