



Belle's Boutique for Her

The fashion industry can be a difficult world to be part of with trends changing so quickly, many different clientele, and technology bringing brands to customers from all over the world. That didn't stop Krystal Watson from diving in head first and opening *Belle's Boutique for Her* in downtown Bracebridge. Growing up in Burlington, Ontario her parents exposed her to the world of clothing retail from a very young age. They owned stores in Burlington, Dundas and Oakville areas until packing up and heading north where they landed in Bracebridge.

"Growing up in this lifestyle helped me form an innate interest in the clothing business," she said. It was always a part of her life and she knew when she was going through university that she would need money to open up her own store. She worked as a bartender and a server in order to pay back some school debts while attending Carleton University in Ottawa.

Belle's has a unique feeling in its small store on Manitoba Street with the contemporary clothing boutique tailored specifically for women. Krystal explains that her store has a "fashion forward retail culture" and her goal is "to build a relationship with our clientele; one adorable outfit at a time." We asked her what vision she has for her store "The vision I have for Belle's is to continue to grow as a leading women's clothing boutique in Bracebridge and eventually throughout Muskoka, as I would like to open a second location in another Muskoka town within the next 3-5 years."

It isn't a surprise that Krystal really does love Muskoka which is an experience unlike any other. She enjoys the rapport building with customers that is part of small town culture and it is equally exciting to become part of a community with the rest of the downtown merchants. The different seasons in this area "make living here a magical experience" she says. Aside from running her business, her main hobbies include yoga, running and reading.

The Starter Company program has offered her access to resources that she wouldn't have known about otherwise. The advice and guidance through the process of running your own business is a benefit like no other.

Krystal was asked to give some advice to youth who may be interested in becoming an entrepreneur. Her answer was, "Owning a small business is incredibly difficult and stressful but it is also beyond rewarding when you stick with it" she added "I would advise any young entrepreneur to persevere through the tough times and never be afraid to fail!" Don't wait to visit Krystal at *Belle's Boutique for Her* in Downtown Bracebridge! To see the cute different pieces she has at Belle's visit her Facebook page at <https://www.facebook.com/pages/Belles-Boutique-For-Her/531339340286069?fref=ts>