

CHAMBER MEMBER SPOTLIGHT



This chamber member spotlight features Betsy Gonzales with **Pixley + Mae**.

Tell us a bit about your business.

"Pixley + Mae sells women's and junior's clothing and accessories."

What is your niche or target market?

"Pixley + Mae is a carefully curated collection of clothing for that stylish female! Pixley + Mae is very inclusive for everyone!"

What got you interested in clothing and running your own boutique?

"I have always loved fashion and have worked in the retail world for 14+ years. It has always been a dream of mine to open my own boutique."

Since opening Pixley + Mae, what has been your biggest win?

"I would say all the perks of being close to my family and friends. Everyone in town has been very welcoming of me and my boutique. I get to see family and watch my nieces grow up on the daily!"

What has been your biggest challenge?

Her biggest challenge has been "keeping Pixley + Mae true to my style, my brand. I have always liked to push the boundaries of fashion, so just bringing that back to Kingman and making sure the merchandise I pick for my boutique is something I would wear, along with my customers!"

What has been your biggest challenge?

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What makes you stand out from the competition?

"I would say Pixley + Mae is trendy AND affordable fashion. When buying [clothing] I like to make sure there is something for everyone. Also, I have always



loved going to estate sales and thrift shops, so when opening my boutique, I incorporated my love for vintage with the new trends."

What is your personal goal for Pixley + Mae?

"My goal with Pixley + Mae is to keep bringing back HAPPY customers! I would want them to think they are able to come here and shop local before heading to the city to buy an outfit/accessories for their weekend event. I also want to look into different demographics/age groups for my boutique in the future."

Favorite Quote:

She grew up having style icons like Carrie Bradshaw and Fran Dresser, so her favorite quote would be "I like my money right where I can set it, hanging in my closet."

You can shop at Pixley + Mae at 333 N Main Street in downtown Kingman OR shop online 24/7 at: www.pixleyandmae.com

This Chamber Member Spotlight has been brought to you by the Kingman Area Chamber of Commerce.

Thank you for supporting your community! We are Kingman proud.

