

# MEMBER SPOTLIGHT

This month's member spotlight features Angie Maloney and Sheila DeWeese, owners of Perfectly Posh.

## What is Perfectly Posh?

"Perfectly Posh is a boutique specializing in game-day and special event apparel. Our goal is to create high quality clothing that people will love to wear! Our designs have a focus on being unique and handcrafted."

## Do you have a niche or target market?

"We began by primarily catering to women between the ages of 18-65 that have a passion for sports teams and want a custom garment that is unique. As of late, we have expanded our line to men's garments and will begin marketing to the man who also has a passion for sports teams and would like a high-quality garment."

## What got you interested in running your own boutique?

"We moved to Kingman about the same time and have been friends for a LONG TIME! Through the years, we have traveled together cheering on our favorite teams—Kingman Eagles, K-State Wildcats, KC Chiefs, and KC Royals. A year ago, we decided to combine our passion for sports and fashion to launch a game-day boutique! We both have business backgrounds so running our own business made perfect sense."

## Since opening, what has been the biggest win?

"Our biggest win is getting licensed by Kansas State University! We are no longer limited to what we can create for our K-State fans!"

## What makes you stand out from other boutiques?

"We design and embellish the majority of our apparel. This ensures our garments will be one of a kind and won't be replicated at any other boutique."

## What are your personal goals for Perfectly Posh?

"We started this business because of our passion for sports and apparel. Our goal is to always keep this a fun adventure and make sure we continue to love what we are creating and supporting."

## Favorite quote:

"LIVE LIFE is our mantra. Our definition of LIVE LIFE—the delight in simply living life in an ebullient and spirited way; being authentic to oneself; striving to experience holy moments each day."

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