



“I used to work at the Diana Shop. I was just turning 17, and I think the lady was a little reluctant to hire me. But she did have me as a staff person, and I worked there for about two or three years.

I loved working downtown, especially at Christmas, because there were a lot of shops down here that we could go to, so I loved it. At Christmas time it was so busy!

I always did love downtown, I always did.

Having our own store is like a dream come true. It was really my dream. So, my daughter helped me to make it come true once I retired, you know? She said, “I’m gonna make your dream come true,” and she did. I called it Trendy Twist Boutique long before we ever opened our business.

We started doing the background work, going into the markets and everything, that was probably in 2011. I was still working then, so I had to do that and work too. When I retired two years later, she said, ‘well, okay, Mom, you don’t have anything to do, let’s make your dream come true.’

I had never owned my own business before, never.

My daughter has really helped me through everything. Going to the market, trying to find what items to sell. You know, that was kind of difficult because we didn’t really know what we should buy, how we were going to buy it, how much to buy; that was difficult, but we worked through all that.

We saw all kinds of different styles, and we didn’t like all of them. We had to think not really about what we liked but about what everyone else would like; that’s very important. We really had to come to grips with that. It’s not about us; it’s about all women.

My niece had a hair salon, and she had an empty room. My daughter said maybe we can use that for our boutique. So, we started out on Irby Street in a hair salon. Then, when she

was ready to close, we had to find a building; but we were online, and that saved us. We were still doing orders and stuff online when we found a building on Cashua.

On Cashua, we didn't get a lot of walk-ins. We got a lot of people traveling down that busy highway, but we didn't have a lot of stop-in people. People said, well, we just passed right on by because we were zooming by.

Then we came here, to downtown. You know, it's different down here because we get more walk-in traffic. I've met people from Canada and all different places who are staying at the hotels. I enjoy meeting new people, so I like it down here.

My thing is, if you are thinking about opening a business, go ahead and do it. My daughter told me that this is not a dress rehearsal. You're not coming back again. So, you do what you can do now.

This is not a dress rehearsal.”

Gloria Anderson

Trendy Twist Boutique