

SUCCESS STORY

The Lace Sparrow Boutique (Established)

Amy Wright, Owner
The Lace Sparrow Boutique
122 Market Street
Rockwood, PA
Somerset County



**Small Business
Development Center
Saint Francis University**

St. Francis University SBDC
P.O. Box 600
Loretto, PA 15940
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Industry:
Retail Women's Specialty Apparel

Year Founded:
2020 Online E-Commerce
2022 Storefront

Consultant:
Annette Chunko

Special Interest Group:

Rural Development
Underserved Communities
Accelerators + Incubators
Export
Millennials/Gen-Z
Tech Development
Covid-19 Response
Disaster Recovery
Veterans
Women-Owned
Special Populations

SBDC Assistance:
Business plan, Financial projections,
Funding, Grand Opening

Additional Partners:
Somerset County Entrepreneurial
Coach, Somerset Chamber of
Commerce, Start Up Alleghenies

Client Impact Stat:
2 jobs created

Quote From Client:

"I couldn't have done it without them, they were my rock through all of this."

-Amy Wright, Owner



The Lace Sparrow Boutique Flies from E-commerce to Storefront in Community

In 2020, The Lace Sparrow started as an online boutique for size-inclusive, comfortable, and fashionable clothing and accessories for women. The business took off and Amy realized that she needed an outlet to showcase her products. Ms. Wright realized that a storefront would help even more women love themselves. The Lace Sparrow wants women to leave feeling good about themselves and find clothes that reflect the beauty they have.

While working as a nurse, Amy started the business plan for the Boutique. She chose a name and logo filled with meaning. "A Sparrow signifies self-worth and power in community and lace intricate and woven beauty." Just as she was about to launch the business, COVID hit. As a result, Amy pivoted to operating as a website and the business took off. She offered live-feed sales events, featuring models with various body types. This provided the foundation for Ms. Wright to realize that the goal was to have a storefront.

Amy contacted the SBDC and started the journey of assessing and developing the business proposal. The vision was to create a space where customers can shop and try on the clothes – seeing, feeling, and experiencing the outfits. Amy met with an SBDC consultant to assist her in the evaluation and feasibility of her dream. She had the knowledge and experience of operating a business but needed to look at the business proposal. The business proposal and projections started to take shape, along with the marketing and services with assistance from the Center.

The business proposal was completed, and Ms. Wright contacted the banks and was denied, but friends and family were willing to assist with the funding to make the business a reality. The funds needed were for minor renovations, equipment, supplies, inventory and promotional materials.

On July 1, 2022, The Lace Sparrow Boutique held its Grand Opening. Amy's vision for a storefront in her community is complete: "At The Lace Sparrow we want women to leave here feeling good about themselves and finding clothes that reflect the beauty that they have." Amy is continuing to take online orders and has been able to operate that portion more efficiently from this location. The Rockwood Community has welcomed the business to the area.