

80 West Boutique & Vanity Salon & Boutique

Tara & Mary Lou Imrie - Owners

Success Magazine: Tara, you are a graduate of the Art Institute in NYC. How are you pursuing your dream of becoming a fashion designer, and how much of your knowledge do you bring to 80 West Boutique?

Tara Imrie: I majored in fashion design and I bring one hundred percent of my training to 80 West. I design custom made dresses for women and I am currently building my clientele. Many days you can walk into the store and see me behind the counter making patterns for whichever client I am working with at the moment.

SM: You are also a hairstylist and master colorist. Where did you study?

TI: I have been a hairstylist for almost nine years now. I have been very blessed in my journey as a stylist—I had two influential bosses who sent me away to Vidal Sassoon in Miami, where I learned

extensive cutting techniques. I was also sent to New York City, where I achieved my certification at the Wella Studio to be a master colorist. I have also taken a myriad of other classes where I have picked up technique, becoming the stylist I am today.

SM: When did you purchase Vanity Salon & Boutique?

TI: My mother, Mary Lou, and I purchased the salon in May of this year.

SM: How do you juggle the different roles you play at both the boutique and salon? What challenges have you had to overcome?

TI: Well I am not going to lie—it can get tiring. I generally don't have a day off, but I love each thing I do and I have set days when I am at the salon doing hair and days when I am working behind the counter at 80 West. My mom also



works at 80 West and we have a great family base to help us out. Everyone pitches in.

SM: What personal characteristics have helped you achieve success in both of these businesses? How have you been able to make your businesses rise above the others in the market?

TI: I don't like to sit idly for very long. I am always looking for what's next. I get extremely enthusiastic about the things that I want to do and I don't rest until I make them happen.

Vanity Salon & Boutique

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80 West Boutique

Clothing
Shoes
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In Store Designer
Custom Made Clothing

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