

Seasonal business is a dream come true for an entrepreneurial artist

by Stella Shepard

Emily Carlaw is an artist who turned passion, talent, and a creative imagination into a thriving business. The shop located in St. Peter's Bay is a long-time dream come true for Emily.

She opened **Freckles & Porcelain** in 2016. "I got word that one of the little shops at St. Peter's Bay that I visited as a kid was available for rent for the coming summer," says Emily.

"With some encouragement from friends and family I decided to dive in head first. I was also fortunate to have a lot of help from the former shopkeeper **Deb MacLeod**, along with some much-needed community support."

Freckles & Porcelain is not your ordinary retail shop. When customers visit the business, they step back in time. "I have tried to create a modern version of a General Store from the past," says Emily. "I sell my own artwork along with a curated collection of locally-made goods and day-to-day essentials."

"My shop also features MacAusland blankets, linen dresses, pottery, jars of jam, knitted accessories, favourite books by local authors, wooden spoons, giant soaps, field cut flowers, and farm fresh eggs."

The shop boasts of items that represent the Island and the local artisans. Her own artwork tells the story of bygone days. "My work includes a series of hand tinted copperplate etchings and watercolours," says Emily.

"I have prints, cards, postcards, tags, to-do list pads, calendars, mugs, T-shirts, recipe cards, and notebooks with my artwork on them, along with dried flower bundles and wildflower arrangements."

"In my four summer seasons at the St Peter's Landing, I have come to realize the strength that comes with being located next to other talented small business owners and what a draw that is to customers. There is so much to be gained in working together."

Community resources

"I was able to receive help and support through Innovation PEI and CBDC," says Emily. "I also attended and spoke at an Entrepreneurship forum, which was a great learning experience and networking opportunity."

"There is lots of help on the Island for small business owners to help them find ways to grow their business."

Steps to becoming an entrepreneur

"Before I opened the shop, I lived and worked in Scotland, where I produced a lot of artwork at the Glasgow Print Studio," says Emily.



Emily Carlaw of St. Peter's Bay is an artist and owner of Freckles & Porcelain, a seasonal shop. "Along with being a shopkeeper, I work as a librarian, and I see my shop as a place to foster community, learning, and creativity," says Emily. *Submitted photo.*

"I decided to move to PEI and try my hand at opening a small shop to sell and share my artwork and highlight the talented makers and artisans we have here."

Emily is considering opening a second location for Freckles & Porcelain in a high traffic area on the Island. "I am just waiting to find the right spot."

Staffing

"Right now I have myself and two staff members to help me run the shop," says Emily.

"Someone from last year is coming back full-time and I will be looking for another part-time employee for the spring."

For more information about **Freckles & Porcelain**, contact **Emily Carlaw** at **902-629-5898** or email **frecklesandporcelain@gmail.com**. Visit **www.frecklesandporcelain.com** or follow on Instagram.



Local makeover show aims to change lives and encourage new career directions

by Heidi Riley

A team of three Islanders is shooting the pilot for a new makeover show to help people enhance their image and gain the confidence to make a career change or find a new job.

Darling, You Look Fabulous features clients before and after their hairstyle, makeup and wardrobe makeovers, and will tell their stories of adversity and success.

The production team includes Island producer and musician **David Rashed**, hairstylist **Miguel McCristall**, owner of **Salon Miguel** in Charlottetown, and author and artist **Cindy Lapeña**. The show will be filmed at Miguel's hair salon.

The team is collaborating with PEI employment service organizations to highlight the many resources available while job searching. The team is also looking for support from PEI businesses to donate clothing, shoes, and other products, talent, and time, and who could consider helping jobless clients find employment.

The idea started with Miguel, who moved to PEI from Oshawa, Ontario and sought out Cindy to write his autobiography. In Ontario, he won awards and created and produced a TV show called **Makeover Mondays** with Miguel.

After he moved to PEI, he decided to do a PEI version of the show, and Cindy spread the word through Facebook and a blog.

They joined forces with David Rashed, who has a recording studio at The Guild in Charlottetown, and has a great deal of sound and video production experience. He will record the show. Cindy will take over the script writing, directing and management, and Miguel will handle the makeovers.

"We wanted to add value and novelty to the makeover idea," says Cindy. "We decided to help people who can't afford to get a makeover, but need a boost of confidence that can help them move ahead in their lives. If you look fashionable and confident on the outside, it helps you believe you can do more."

They are reaching out to the homeless and to those who have experienced a major trauma and want a new start. They are also profiling people who want a job change and could benefit from a makeover to boost their confidence.

Cindy has made connections with many Island service providers. "I have spoken with Karrie MacDougal of **First Impressions**, which sells second-hand clothing at low prices to women who can't afford to buy a new wardrobe."

From left, David Rashed, Cindy Lapeña, and Miguel McCristall have teamed up to start a production company and produce a TV show called **Darling, You Look Fabulous**.

Submitted photo



"I have also been in touch with Blooming House, a women's shelter in Charlottetown."

"We want to give their clients a boost with a new wardrobe and a new look that they can't afford, so that they have the confidence to move forward with their lives."

"We have also connected with Career Development Services, and we are willing to refer clients to them after their makeovers so they can get help with writing a resumé and looking for a job. Eventually, we would like to bring in employers willing to hire our clients."

The production team is excited about producing a TV show on PEI, and is hoping to get CBC interested in buying this Canadian content.

"There is great potential for local television telling compelling stories," says Cindy.

Volunteers needed

The production is working with no budget at the moment, and is looking for volunteers. Production Assistants will be needed for time keeping, scheduling, continuity, and many more duties that keep the show running. "This experience will teach the volunteers about TV production and would look great on a resumé."

There will be three volunteer positions for hairdressers and three for Aestheticians, which will be filled by students from the Private Institute of Hair Design and Aesthetics. The interns will also have the opportunity to do on the job training at Salon Miguel.

After introducing the concept on social media, there were many applications from people looking for a makeover. Video interviews with each applicant helped the team determine who was chosen for makeovers. The show, which began filming in February, includes tips on hair and makeup.

For more information, visit **Salon Miguel** at 236 University Avenue in Charlottetown or call **902-367-5330**. Visit **www.darlingyoulookfabulous.ca**

