

Friends join forces to open boutique

Written by Deb Egenberger
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Alarmingly charming clothing and accessories

Individually, Lindsey Tederman and Misty Schlake have harbored long-time desires to run a women's clothing store.

Each Gothenburg woman was convinced, though, that she couldn't do it alone, only sharing the idea with a limited number of people.

When a mutual friend, Stacy Jeffries, suggested collaboration, fire ignited in both of them and Charm Boutique was developed.

"I sent Misty a message on Facebook one night," Tederman said. "I think it said, 'I know you're going to think I'm crazy but ...'"

That's when two stay-at-home moms with a passion for fashion came together with one goal: Open a one-of-a-kind shop in Gothenburg offering unique clothing and accessories for women.

The women found that Tederman's highly creative flair and gung-ho marketing ideas mesh perfectly with Schlake's fashion savvy money mindedness.

"We have different styles as far as clothing goes," Schlake said. "Our strengths are a great complement for each other."

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The women excitedly began bouncing ideas off each other right and left before a class on writing business plans and connections to people skilled in new businesses helped them focus.

“I really think the most important thing we’ve done is write a business plan,” Schlake said. “It really helped us see exactly what we needed, not only for money but also for space and merchandise and marketing.”

Neither Tederman nor Schlake has every owned her own business before but together they have done everything from securing funding to signing a purchase agreement and choosing a name.

“It’s very empowering,” Schlake said.

The women are headed to market in Dallas soon and hope a total remodeling at the old A+ Electric building at 521 Ninth Street is done in time for Charm Boutique to open in May.

The store will carry all sorts of clothing items and accessories for ladies from young contemporary to mature.

With the boutique style, the shop will carry a small number of unique items from clothing lines not found in other area stores.

That means customers won’t end up seeing several people dressed just like them.

In addition, Tederman and Schlake intend to offer the sort of customer service that results in more than a new outfit.

“We’re not in it to just make a sale,” Schlake said. “We want women to leave looking pretty on

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the outside and feeling good on the inside.”

The name Charm Boutique represents the fun and different ideas Tederman and Schlake want the store to represent.

“It’s something easy that people can remember and charm is a word that describes exactly what we want the store to stand for,” Tederman said.