

She's Seen it All

Susan Kelley



"Being able to see other forms of apparel like a turtleneck and I was in the retail business and we would be doing that in a 'puff' after the fact. You don't see the industry until you see it. I thought a high amount of it was the same."

Kelley also worked for Williams-Cox Clothing in 1980 and was a "Puff" head for the company's design.

When she started working in the retail world, "the old fashioning" was Kelley.

Kelley decided it was time for her to make a change — and she did. She set up a new business and established herself in the retail industry with Peggy Pines. Peggy Pines offers a variety of women's products including coordinated capris, blouses, dresses, jackets and accessories, many other branded line designs.

"Most of all, we make an investment with customers, providing them a look that's unique. The whole idea of design and fashion is to create 'great things' along with the right color and fit," said Kelley.

The challenges were many as Kelley offers a few pointers to those, particularly women, who seek a change in their lives, or at least the time to pursue a new direction.

"Don't be afraid to ask for help and guidance from the marketplace. Be confident about everything you do and believe in yourself," said Kelley.

When she started working in the retail world, "the old fashioning" was Kelley. Kelley's business began as a retail store with a focus on the fashion industry. While she was growing up, Kelley's father was a publisher of a women's magazine. As a result, Kelley was exposed to the world of fashion from an early age, and it inspired her to follow in her father's footsteps.

"The old fashioning was creating the fashioning — demonstrating how powerful the fashion world is," said Kelley.

Being through the retail of goods, this inspired Kelley to start her own retail store at the time she was in college in 1987. Kelley first got her start in the retail world as an assistant manager at the local CVS store in Denver, Colorado, in 1987. From there she worked her way through the ranks and held a career that took her through the changing — and the changing — experience.

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