



Photo by Vanessa Gavalya

MODERN MOMS

EMILY WICKARD

Founder
Shop Avara

What happens when a woman with a 20-year career in Corporate Finance decides to leave it all behind to embark on a whole new adventure? A successful second career and more time to spend with her family!

That's the inspiring story of mother of two Emily Wickard, who found that the corporate world wasn't conducive to being a present, participative mom. "I knew I wanted to continue to work, but needed more flexibility and, most importantly, wanted to find something I was passionate about," says Wickard. She saw other moms selling things online and making money, and thought, "why couldn't I do that?" With a little research and perseverance, Wickard went from selling wholesale product on a local Facebook group to creating shopavara.com and hosting pop-up shops at her home.

"I absolutely LOVE what I do—making women feel good about themselves with fashion—and am proud to be a fulfilled, working mom to my kids," says Wickard. In July of 2020, she and her team of 20 women (one third of whom are also working moms!) opened their first brick and mortar shop on Lovers Lane and soon thereafter, leased a distribution center to manage a quickly growing online business. "We're proud to say that we now have customers, or 'Avaraistas' as we like to call them, in 36 states, Canada and the UK!"

Her advice to any woman wanting to take the leap? "Start small, but START!"

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