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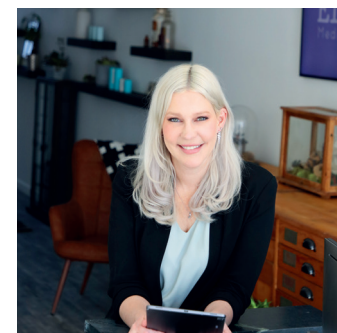
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ENTREPREN

HER

Remarkable *local* women with *local* businesses you should know about

1 Jennifer Streicher 2 Kim Linn 3 Carina Ramirez Cahan 4 Donna Vock
5 Katherine Lantuch 6 Merry Thornton 7 Eva Scrivo 8 Brett Cameron & Deanna Marano





JENN STREICHER

SCOUT

JENNIFER STREICHER
 IS THE ARTIST AND VISIONARY WHO RECENTLY
 OPENED THE CHIC MAKEUP STUDIO WITH THE
 DISTINCT GRAY FACADE RIGHT IN THE CENTER
 OF DOWNTOWN POUND RIDGE.

Jenn has been a well-known makeup artist for years. She got her start in New York City over twenty years ago when determination, a stroke of luck, and a whole lot of skill got her a job working at the big-time studio, Warren Tricome. Then, before she moved on to Next Agency landing big-time gigs, Jenn got her two younger sisters, Kristie and Ashley, jobs at Warren Tricome too. The three separately built their specialties in the Big Apple, Jenn doing makeup, Ashley doing hair, and Kristie focusing on eyebrows.

In 2005, Jenn moved back to California, where she built her brand as a celebrity makeup artist - although she cringes at the title! "I was doing makeup for John Krasinski on a pretty regular basis, when he started dating Emily Blunt. At the time I was mostly working with men, and wanted to add some lead females to my roster. I was kind of bold telling John that 'I would love to do Emily, so if she ever needs anybody please let me know'...And she called me the next week, and said 'Hey! I'm going to the S.A.G. awards - would you do my makeup?' It's a lesson for all women in business: Ask for what you want! Emily and John have become not only loyal clients, but also good friends of ours," Jenn shares. Her husband, Jonny, even works as a stills photographer with Krasinski.



Around the same time, Kristie and Ashley each made the move back to California, and the trio opened their first studio/salon, called Striike. Business took off, and the sisters became something of a famous attraction. As Jenn recalls, "We turned down a few serious offers to do reality shows! We had the celebrity clients, the 'We Are Fam-il-ee' Sister Sledge feel-good kind of thing, and of course also the family drama!" And alongside the successful salon, Jenn continued to build her impressive client list of well-known celebrities, with the likes of Mandy Moore, Elizabeth Moss, Laura Linney, and many others.



...Fast forward to the Summer of 2020, and Jenn's entire industry - along with the rest of the world - was on Covid-hold. Jenn and Jonny came to Bedford to escape L.A. and see some friends, fell in love with the charm of the area, checked out a house that was on the market, and bought it before returning to California to tell their seven-year-old, Arrow, and Jenn's sisters, that they'd be leaving L.A.. Jenn's plan was to lay low, maybe even take a bit of a break from the daily grind of her career and focus on having just a few clients, and on raising her son. But...driving through Pound Ridge...Jenn decided it was the perfect place to open a store.

"I opened Scout less than a year ago, and have quickly built a loyal local client base," Jenn says proudly. Jenn curates a collection of what she believes are the best products on the market - and at all different price points. Whenever possible, she selects products that are mindfully created without any proven or suspected toxic ingredients, and made with the health of our bodies and environment in mind. And she picks and chooses from different lines, sharing, "There are almost no brands where I carry the full collection - because it's rare that I think a brand's entire line is what's best... I like Ilia's foundation, the Westman Atelier highlight stick, Augustinus Bader's rich cream, and BeautyCounter lid glow, and on and on..."

...And what's most in demand at Scout, of course, are Jenn's services. "I wasn't even planning on doing makeup in the beginning, but it's been everyone's number one ask.

AND I MEAN THIS WHEN I SAY IT, SCOUT WOULD NOT BE WHAT IT IS WITHOUT THE AMAZING WOMEN ON MY TEAM.

About Scout, Jenn summarizes, "I understand that it's intimidating for women to walk in and be like 'I don't really know, what do I need?'... I hear the same story from every woman - nobody ever taught them how to do makeup and they're still using whatever makeup they bought in college at the MAC counter. Everyone thinks they're the only one who's unsure of what or how they should change about their makeup routine, or even what they should be doing at all... but what I want women to know is that they aren't the only one that feels that way; it's most people! So a one-on-one appointment isn't just for a big event, it's really most helpful for people who just want some help with their everyday look. It's about learning how to spend a small and realistic amount of time enhancing each individual person's features. I love helping women feel beautiful...every day!"





2

KIM LINN TONEY TONI & THE GANG

KIM LINN ALWAYS KNEW SHE WANTED TO DO EXACTLY WHAT SHE IS DOING NOW. "FROM A YOUNG AGE I WOULD GO SHOPPING WITH MY MOM AND PRETEND TO BE SELLING OR MERCHANDISING WHILE I WAS IN THE STORE. I'VE ALWAYS LOVED CLOTHES AND FASHION, AND HELPING PEOPLE FIND WHAT LOOKS GOOD ON THEM AND WHAT MAKES THEM FEEL GOOD," KIM EXPLAINS. "MY MOM AND MY AUNT SHARED MY PASSION, AND AS SOON AS I GRADUATED COLLEGE WE OPENED A CLOTHING BOUTIQUE."

Toney Toni & The Gang sounds like a rock n' roll band, but the store actually gets its name because tony is an adjective for someone who is stylish, and Toney Toni was the name of a make believe club that Kim's mom and aunt had growing up. So when they decided to open the first store, they picked a name with personal meaning, that also had a relevant real-world meaning. Toney Toni & The Gang opened their first store in Katonah in 1994, and Kim opened a second Toney Toni & The Gang, in Bronxville in 1995. In Bronxville and in Katonah, Toney Toni & The Gang was welcomed as a much-needed upscale fashion boutique and a partner in a local renaissance.

With another local renaissance underway in downtown Pound Ridge, including updated storefronts, a renovated mall and supermarket, wider sidewalks, and new plants, in 2021 Kim decided to launch her newest Toney Toni & The Gang at 70 Westchester Avenue. "I'm a long-term Pound Ridge resident and have always loved living here. Now I want to help make downtown Pound Ridge a real shopping destination."



Toney Toni & The Gang is filled with a mix of well known must-have brands and lesser known special pieces, from almost all-female designers. It's a go-to destination for both every-day wears and outfits for special events. The store is a boutique - not a department store - and the shopping experience is accordingly personal and exclusive.

Every item is hand-picked by Kim, and has to fit within a chic and elevated aesthetic, but she's careful to select items that appeal to a wide range of clients. And Kim makes it her mission to give every person that comes in individual time and attention in finding the right pieces for them, "My goal is truly for women to leave here feeling better than they did when they walked in. I want everyone to be happy with what they find and how it makes them look and feel." Kim smiles. And the proof is in the pudding... or rather, the shopping bags full with purchases!

Many of Kim's customers have been shopping with Toney Toni & The Gang for over 28 years. "It's been really special to see my customers grow up with our store. Now, women who first came into our stores years ago with little girls beside them...are back with their adult daughters... who are getting married and having babies and bringing their own daughters to the shop... it's so special to me!"

Beyond the shopping itself, Kim's positive attitude is infectious. Six years ago, Kim was diagnosed with breast cancer, fought it, and won.

Having these stores and this community of women really got me through it, it gave me something to look forward to every day.

“EVERY DAY IS A GIFT AND YOU HAVE TO TREAT IT THAT WAY. I'M SO GRATEFUL TO DO WHAT I LOVE, EVERY DAY, AND TO BE A PART OF THIS COMMUNITY,”

Kim shared. ...And she's walkin' the walk... Kim has a line of earrings in the store and donates the proceeds from the line to the Making Strides for Breast Cancer organization, and is a member of the Pound Ridge Business Association among her other community-oriented charity and service.





B

CARINA RAMIREZ CAHAN COBALT ROSE COMPANY



Although the bra looks like a t-shirt bra, and has a molding and lifting effect, it has no underwire and no underband. At \$145, the price point is accessible for a Cobalt Rose Bra. And Carina is just getting started. The line launched in September 2021 and is already into sales. Taking her husband's patented technology, she is expanding the Cobalt Rose line to include new bra designs - like a lower cut option, new cup styles, and other colors - matching underwear, and a sports bra that's currently being prototyped.

"I'M EXCITED ABOUT WHAT WE'RE DOING AND WANT TO BRING TRUE INNOVATION INTO FOUNDATIONAL GARMENTS WOMEN WEAR EVERY DAY."

THE BRA WAS IN NEED OF A REVOLUTION.

Most women can't wait to get home at the end of the day to take their bra off...The Cobalt Rose bra is the one women will want to put on in the morning."

"YOU CAN ALWAYS MAKE SOMETHING BASIC BETTER!" CARINA DECLARES AS SHE BEGINS TO EXPLAIN HOW SHE TOOK ONE OF THE MOST ORDINARY - ALBEIT ALWAYS DISDAINED AND OFT DREADED - OBJECTS IN A WOMAN'S DAY, AND GAVE IT A 'LIFT'.

"I studied Japanese history at Cornell and I started my career in the renewable energy industry - co-founding a company that turned cooking oil into biofuel... but I was always interested in innovation, never imagining that would lead to launching a bra company!"

Carina's husband, Dr. Anthony Cahan, is both an inventor and a breast surgeon specializing in breast cancer, who has dedicated his career to helping women care for their breast health. For years, he heard common complaints of discomfort and back pain, and saw the results of rashes and marks that mar women's bodies as a result of their bras. Carina understood the problem first-hand. So the two set out to do something about it. Based in both physics and real-world testing, Anthony developed and patented a new technology to transform the support system in a bra.

The pair have reinvented the outdated underwire bra with what they call the Waveform insert. The new technology provides unique support, which redirects weight to the back rather than the shoulders, eliminating the discomfort



and irritation of underwire and straps that dig into the skin. Carina sits at the helm of their revolution, "We created something that I really believe in. More comfortable than an underwire but more supportive than wireless, our bras are designed to hold and support you and be the ultimate in comfort. That is the solution we created and evolved."

Carina has always been interested in unique garments, even taking over a bedroom in her 18th century Pound Ridge home and turning it into a dressing room to hold her collection when she moved to Westchester to live with her husband 19 years ago. But she'd never worked in the apparel industry. So while her husband was fine-tuning their invention, Carina went back to school at the Fashion Institute of Technology in Manhattan to learn how she could take Anthony's creation and make it a retail reality. "I was the oldest one in my class, but I wanted to get this right. I hired my bra class instructor, a seasoned pro in the industry, and found a Manhattan-based manufacturer so I could have complete oversight in the development of the product." Carina holds the finished product as she explains, "It's a technical garment, but it doesn't look that way - I wanted the product to be beautiful, too." It was also important to Carina that the bra be manufactured as sustainably as possible. She says, "The fashion industry can be harmful to the environment, so I was intentional in reducing our footprint, and carefully selecting vendors and mills who share our values on the environment and labor standards. Our fabrics are sourced from Italian factories with fair wages and high standards. And our packaging is

RECYCLED AND RECYCLABLE."





4

DONNA VOCK VOCK AND VINTAGE

But in 1984 a college classmate of Donna's who was working at a big employment agency called Donna and asked her to go on an interview at H. Stern in the Olympic Tower in Manhattan - only because the headhunter had to send more candidates, and despite Donna's complete lack of related experience or other qualifications. Laughing about it now, Donna recalls, "I guess they saw a young, bright candidate with a solid background who they could train and get 'on the cheap'...and I saw a good salary, 100% tuition reimbursement, and a health insurance plan! I was only 22 and just trying to find my own way in the Big City."

"But stumbling into that job as a gemologist at H. Stern turned out to be half luck, half fate," says Donna. "Working with fine jewelry everyday opened my eyes to a world of beautiful things that married science and art. I was completely hooked, quickly gave up my plans to continue grad school, and devoted myself to learning as much as I could about gems and jewelry as fast as I could. NYC in the mid '80s was chock full of fine jewelry factories and ateliers buzzing with talented classically trained European designers and bench jewelers from Paris to Havana, trained in the various techniques of the hand made work used in Haute Joaillerie. I worked normal business hours, studied gemology at the Gemological Institute of America via correspondence, and took drawing classes at The School of Visual Arts, and Jewelry Design studio art classes at the Fashion Institute of Technology with the late Maurice Galli, who was Head Designer at Tiffany & Co at that time. It was inspiring!"

AS A MATH AND SCIENCE WIZ AND A SCIENCE MAJOR AT SUNY STONY BROOK, AND FROM A FAMILY OF ACADEMICS AND BLUE COLLAR WORKERS WHO NEVER ENCOURAGED CREATIVITY, DONNA NEVER CONSIDERED A CAREER IN JEWELRY AND GEMOLOGY.

Donna continues, "My big break came when Maurice Tempelman got me into an international diamond company, where I was really able to shine. I launched the company's first collection of one-of-a-kind diamond jewelry using their own branded ideal-cut diamonds - and it sold out in one weekend! The second collection, with colored diamonds, was equally as successful! I'd *arrived* in the world of finished jewelry design."



And in 2010, the couple opened Donna's design salon, called Vock and Vintage, in an Art Deco landmark building on 5th Avenue in Manhattan... and later moved the design studio to Greenwich. While the vast majority of Vock and Vintage's custom design projects are facilitated via phone or email, private collectors are seen by appointment. About Vock and Vintage, Donna says,

“ I LOVE BEING PART OF SOMEONE ELSE'S HAPPY OCCASION. EVEN IF IT'S JUST A WOMAN TREATING HERSELF TO A LITTLE SOMETHING BECAUSE SHE NEEDS A 'PICK-ME-UP'.

For us at Vock and Vintage, it's about being full-service jewelry specialists, with a true passion for the history and the contextual relevance of jewelry, and a respect for the meaning the old pieces have in each client's life. We mix old and new, we custom create, we restore and repair, we advise on selling or redesigning your old jewels, and we offer appraisal services. We build trusting partnerships with our clients based on their needs, and we take great pride in having built this business on word-of-mouth."

"I must say," summarized Donna, "I'm blessed. My jewelry design business, Vock and Vintage, is going real well, our trade business ProVocative is going gangbusters...and, since we moved here in 2008, we get to call New Canaan home!"

By 1990, Donna's husband, Alex Vock, was already establishing a business called ProVockative Gems Inc., to do business-to-business sales of world-class colored stones and important diamonds. Pregnant with their second child, Donna left her corporate job, so she could help grow ProVockative. And by 1999, with ProVockative doing well, Donna returned to designing finished jewelry and selling eponymous collections at selected stores in places like Aspen and Palo Alto.

ProVockative Gems, headquartered in NYC, is now a world-renowned dealer to the trade in rubies, emeralds, sapphires, diamonds and natural pearls, and well-known for one of the finest collections of estate jewelry from the Georgian Era through the mid-20th Century.





5

KATHERINE LANTUCH NICOBLU

NICOBLU - EXQUISITE TUNICS, KAFTANS, DRESSES, BEACH COVER-UPS, JEWELRY AND HOME DÉCOR. AN EFFORTLESS BLEND OF STYLE INSPIRED BY THE GLAMOUR OF JAIPUR, MARRAKESH AND COTE D'AZUR...AND KATHERINE LANTUCH HAS GOT THE GOODS TO FULFILL THAT MYSTIQUE!

Katherine is a fashion industry veteran. She's been the Creative Director at Bergdorf Goodman, and a Global Vice President at Ralph Lauren. In 2016, she launched a consultancy to implement full circle branding and direct to consumer solutions for fashion companies, driving exponential e-commerce growth for medium sized companies.

She's also something of a Connecticut native. She went to Hopkins School in New Haven, and is quick to honor a few teachers there who she credits with having instilled her intellectual curiosity. Then Yale for college. And she now lives in Fairfield County, with her husband Peter, and 10-year old son Alexander, who attends NCCS.

When the pandemic hit, Katherine knew it was time to launch the line she'd been sketching her whole life. "I had a fun and successful career working to build great brands, but I've always had the vision to design clothing for women that was more comfortable, versatile and traveled across cultures and time" Katherine explains.



“**NEW CANAAN IS THE PERFECT HOME FOR NICOBLU.** WOMEN IN THIS AREA ARE SOPHISTICATED AND WELL-TRAVELED, AND WANT PIECES THAT ARE **UNIQUE.**”

Based in a kind of warehouse/design studio on the second floor at 45 Pine Street, Suite 5A, in New Canaan, the NicoBlu collection is comprised of singular and stand-alone styles, with each piece having its own unique story, and being versatile enough to effortlessly travel from day to night. The effect is that of a highly curated line, inspired by, and ready for, global adventures..

Katherine is fulfilling what she says is her passion to "...create apparel and accessories that empower women to dream, to dare, and to escape". NicoBlu offers an inclusive size range to fit the needs of a wide array of customers, from X-Small to 4X in both regular and petite sizes, and plans to expand the offering later in 2022 to include swimwear, bags, shoes and home fragrances. And all items are hand-crafted in a female-founded factory in India, which donates a percentage of their net profits to various charities eradicating hunger, promoting education and gender equality, and ensuring environmental sustainability in India.

Katherine says proudly, "NicoBlu is all about journey and adventure. The NicoBlu woman is cosmopolitan, powerful, well read and well-lived. She is a blend of uptown preppy and downtown boho chic. Our pieces speak to the sophisticated woman who loves and appreciates unique, elegant and timeless pieces which will live in her closet for years to come."

Although most of our sales are online, women in the area have been visiting our headquarters at 45 Pine Street - and are always welcome by appointment. We do plan on doing a few pop-up events in the area this summer. And I can't say enough about the feeling of community - and all the great restaurants - here in town," Katherine says happily about locating NicoBlu in New Canaan.





6

MERRY THORNTON ELEMENT MEDICAL AESTHETICS

IN A WELCOMING, BRIGHT, AND EXCEPTIONALLY CLEAN SUITE, PERCHED ON THE SECOND FLOOR OF 80 MAIN STREET, ACROSS FROM TOWN HALL, THERE'S **ELEMENT MEDICAL AESTHETICS**. IT'S A NEW BUSINESS, AND A BOLD WOMAN, MERRY THORNTON, IS AT THE HELM.

A nationally recognized skincare leader, Weill Cornell-trained, board-certified Physician Assistant, Merry worked alongside some of the foremost dermatologists and plastic surgeons for over a decade. She has even served as an investigator on FDA clinical trials, and as a medical speaker for Pfizer.

Merry's career journey has not been a linear one. She started in finance, working at Barclays and Lehman Brothers, even earning her MBA from New York University. But she wasn't fulfilled by her work. She quit her job in finance and redirected her focus to having a direct impact on people's well-being. In her clinical rotation at Weill Cornell, she was drawn to dermatology.

Merry is deeply committed to helping her patients achieve natural-looking aesthetic results, and uses an individually-tailored approach, "I'm really particular about the results and appearance of my clients. I feel I have an ethical duty to guide each patient through the process and make sure they ultimately look their best - and the results speak for themselves."



Merry specializes in pan-facial optimization, meaning she aims to make each individual's features look beautiful within the context of the entire face; rather than focusing on a piece of the face as if it's separate, or disconnected from the rest.

She says, "I really enjoy making everyone the best version of themselves."

I LOVE THAT I HAVE THE POTENTIAL TO INCREASE SOMEONE'S SELF-ESTEEM AND CONFIDENCE, ALLOWING THEM TO REALIZE THAT THEY ARE EQUALLY AS BEAUTIFUL ON THE OUTSIDE AS THE INSIDE. ”

"Almost everyone can benefit from a service on the menu. Botox is preventative, fillers can help to diminish the appearance of wrinkles, and lasers can be used to improve skin texture, acne scars, and age spots," she shared.

Merry lives in Westchester with her husband and their two children. She credits her husband as being hugely instrumental in getting Element off the ground. "I'm so thankful for my husband's support and encouragement. This has been a tremendous project, and as other small business owners know, many unexpected hiccups come with opening a new location." But Merry's entrepreneurship is actually a pretty natural combination of her background in finance and her expertise in dermatology and aesthetics. For Merry, opening her own practice was elemental. "I saw a need in New Canaan for non-surgical treatments like filler, wrinkle reducers, microneedling, chemical peels, lasers, and hair restoration. Now, I'm proud to say I'm the founder of Element Medical Aesthetics in New Canaan!"

Passionate about animal welfare, Merry is also a mom to her dog and two cats. She enjoys hiking, singing karaoke, and volunteering to support her community.





7 EVA SCRIVO

EVA SCRIVO SALON



Eva is cool, calm and collected, and a trip to her salon is relaxing. She works quickly and with great ease, conveying a sense of confidence in her work. Rather than the typical loud and chaotic nature of a hair salon, Eva makes the customer feel more like a subject being painted in an artist's studio. She specializes in balayage, which is a 100+ year old French technique.

“ I BELIEVE ART AND BEAUTY AND DESIGN ARE AROUND US, AND ARE PART OF US. ”

“I WAS BORN AND RAISED IN DETROIT, MICHIGAN. MY FATHER WAS A HAIRSTYLIST AND MY GRANDFATHER WAS A BARBER, SO HAIR IS IN MY DNA. AND MY MOTHER WAS A BEAUTIFUL FASHION MODEL AND DESIGNER, WHO TAUGHT ME ABOUT FEMININITY AND GLAMOUR. SO I WAS ALWAYS AROUND A TREMENDOUSLY ARTISTIC AND CREATIVE FAMILY WHO WAS EXTREMELY SUPPORTIVE OF ME,” EVA BEGINS TELLING HER STORY...

Eva is the formidable salon owner at Eva Scrivo Salon, which is headquartered on Fifth Avenue in Manhattan, and opened up a second location in Pound Ridge just last year. Eva and her husband, Arik, have been long-time Katonah residents - after discovering the area while Eva worked closely as Martha Stewarts' personal hair and makeup artist for many years. "Martha has been a role model and an inspiration for me. I learned so much from her about being a woman at the helm of a big business. I got to travel the world with her, and watch and learn from her with a front row seat. As our friendship grew and we were frequently filming on her property, I realized that the gorgeous country experience around here was what I'd always craved as a city girl. ...We eventually bought a house just around the corner from Martha's!"

During the early months of the pandemic, Eva realized that not everyone wanted to return to Manhattan - and that this area was booming with new activity. She recaps, "Katonah has been my place to escape and relax and recuperate. But I never imagined that I'd open a business here. ...The lockdown changed my entire mentality. I thought to myself, 'opening up around here would be kind of like my version of working from home, and I could bring the salon to my clients who had moved out of the city, as well as become accessible new clientele.'"



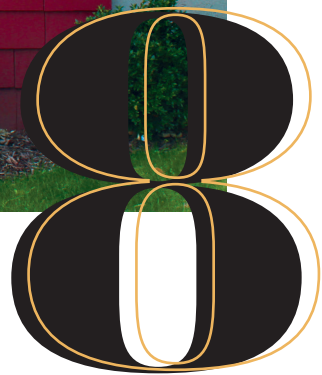
In addition to working with Martha Stewart, Eva has worked with hundreds of celebrities during the course of her career, and currently spends one day every week on-set with local Samantha Bee, for her show, Full Frontal. She's been a spokeswoman, consultant, and educator for major beauty brands at companies like L'oreal, Proctor & Gamble and Unilever. And she's written a book, called *Eva Scrivo on Beauty*, which was published by Simon & Schuster in 2011. Eva served as the resident beauty expert on NBC's *Martha*, and had guest appearances as a beauty expert on many other TV shows. She also hosted her own weekly talk show on Sirius/XM radio, *Beauty Talk with Eva Scrivo*.

Most recently, inspired by covid lockdowns, Eva is in the process of launching an at-home color line to make the best of hair color more accessible.

Having built her business from the ground up, Eva is not jaded by the success that she's experienced. Rather, she comes to work every day with the mentality that it's an opportunity to hone her craft. "When I first moved to NY in the early '90s, I started doing hair out of my East Village fourth floor walkup apartment. I built a clientele and worked on photo and television shoots as a hair and makeup artist. Eventually I transitioned to a three-chair salon just down the street, and my husband and I have continued to grow and expand the business over the years. Our flagship is now perched on Fifth Avenue in Flatiron."

"I've worked with all kinds of people! We're inspired by celebrities and trends - but I'm really about creating bespoke designs for each client! I love to make a human connection. I'm always thinking about how I can get better and improve. I want each of my clients to be not just happy, but thrilled and elated when they leave."





BRETT CAMERON & DEANNA MARANO

LA MAISON FETE

BRETT CAMERON AND DEANNA MARANO ARE A PAIR OF HARDWORKING AND TALENTED WOMEN WHO HAVE TEAMED UP AT THE HELM OF **LA MAISON FETE** - A FULL SCALE EVENT PLANNING COMPANY, THAT HAS TAKEN UP RESIDENCE IN THE HEART OF BEDFORD, AT 11 COURT ROAD, IN THE RED BUILDING, RIGHT BESIDE OHHO.

Brett started her career on the corporate side of the events business, first at Citi, and then Barclays in New York City. After planning her own wedding, she was asked by a friend for some help, and then another, and another. "It quickly became evident that doing weddings and personal events was where I was supposed to be...and what I enjoyed doing most," Brett smiles.

Deanna went to FIT and started her career in the fashion industry with Gurkha, before moving into the wedding planning industry, starting her own business, Deanna Marano Events.

These working moms each moved to Bedford when they first had kids, and met while co-chairing an event for the John Jay Homestead. "We really hit it off! I was taking a break from my career at the time. But then Brett gave me a call and asked me to help out with another event she was doing," Deanna reminisces... Brett jumps in, "I was doing a celebrity wedding and I had broken my ankle, and I really needed some help! I remembered how impressed I had been a few months earlier with what Deanna had done at John Jay, so I convinced her to work with me on this event. And we worked really well together - so I convinced her to make it permanent!"



La Maison Fete has been in business for 10 years, and the women have almost 40 years of combined experience in the industry! But in May 2021, they decided to add the retail location in Bedford. "We previously had a space in Cross River that was more of a warehouse, that we got rid of during covid. I was driving around and saw this open spot, and had always loved the space in its previous iterations. Court Road has become such an adorable section of the town. And I love Bedford - it's a great town! I'm originally a city girl and missed having great shops around - and I'd always wanted to have a retail shop and be able to curate amazing home and tabletop finds that I discovered in our planning processes," Brett says. "We also wanted offices again after the pandemic. It's really nice to be able to sit together during the day - what we do is so collaborative... and we were just so ready to get out of our houses after all the time we were cooped up!" Deanna shared.

The pair are known for creating custom and elegant events in the area. Brett and Deanna have slightly different styles - but the signature La Maison Fete 'look' is centered around a fabulous tablescape, often featuring pops of vibrant colors, layering in rattan, and other elegant decorative elements. They are busiest in the summer, and tented weddings and events are a big niche of theirs.

“ WE DO SO MANY TENTED PARTIES IN THE SUMMER, WE REALLY KNOW EXACTLY HOW TO MAKE THEM THE MOST SUCCESSFUL. ”

And we do plenty of fabulous outdoor events as well; and we know from experience that you never know what's going to happen...and need to have a back-up plan in place! It's really like planning two events. Everyone loves summer entertaining, and it allows us to really take advantage of the natural environment around here as an amazing backdrop. And we have a lot of our own rental equipment for smaller gatherings, so we can create more bespoke tabletops and add higher end decorative elements," Brett explained. "But the business is year-round. We do events in people's homes and at all kinds of indoor venues, and we do plenty of milestone birthday parties, engagement parties, baby showers, bar and bat mitzvahs, and some local fundraisers and nonprofit events. Post-covid, people are entertaining like crazy!"

