



berks bits



Design with a Purpose

Berks resident Heidi Kelly was always fond of sewing but never threw herself into it until she needed a distraction. Diagnosed with Stage 2 breast cancer in February of 2013, she began sewing as an outlet for her stress. But when she started receiving compliments on the handbags she crafted, she wondered if her hobby could turn into something more. With the support of her husband, Mike, Heidi launched HKelly Designs, Ltd. She creates custom bags, wallets, clutches, handbags and totes using many bright and colorful designs to match her fun and spunky personality. In the spring of 2014, Heidi was again diagnosed with breast cancer. Heidi is staying positive with the help and support of her husband and customers, and she continues to thrive, believing everyone should "do what they love and do it now." A portion of the proceeds from her Gemma clutch are donated to the Young Survivors Coalition to help educate young women about breast cancer. For more info about Heidi and her handbags visit hkellydesigns.com. — Heather Kaiser