



Background of business

After studying art and design at Craven College and gaining a degree in ceramics at Carlisle University, Cullingworth designer Louise Fyffe, aged 26, decided to develop a career in retailing. First she spent several months living with her parents in Singapore, taking the opportunity while there to take an advanced course in crafting and beading. On her return home she planned the launch of Blue Ginger, a small fashion boutique which she has now opened in Royal Arcade, Keighley.

Support journey

Staff at Keighley Jobcentre recommended Louise to contact Airedale Enterprise Services, which brought her into contact with Phil Harrison, Keighley-based Kickstart Business Counsellor. She also received a business grant from the Prince's Trust. Several meetings with Phil helped her to draw up a business plan and cash flow forecast. Her brother Warren Fyffe, co-founder of Aire Valley Guitars, Keighley, also provided advice from his own experience of setting up a business with Kickstart support.

Where they are now

After almost a year's planning, Louise opened her shop in July 2008. She chose to move into the original premises occupied by Aire Valley Guitars before they relocated to a larger unit, also in Royal Arcade, Keighley. Louise is using her creative skills to design and make costume jewellery on the premises, using recycled tin and other materials. She also sources a small range of exclusive clothing from Thailand and Singapore, giving her retail offer a distinctive Far Eastern influence. Now the shop is open, she plans to host a range of jewellery parties in people's homes, while also developing sales on line.

Background Information

Client Name: Louise Fyffe

Ward in which trading or resident: lives in Cullingworth; trades in Keighley

Business Name: Blue Ginger

Business Address: Royal Arcade, Keighley

Telephone: (01535) 600874

E-mail: lcfyffe@hotmail.com