

SEWearable Designs



SEWearable Designs formed when three friends saw a need they could fill in the community by creating an option for local schools, community members, businesses, and other organizations to go to for custom apparel. The business was launched in October 2012. SEWearables offers screen printing, embroidery, heat transfers, vinyl, glitter, rhinestones, sublimation as ways of embellishing your design on clothing, jewelry, belts, caps, blankets, bags, and more. The shop is located in downtown Appleton and also has a storefront that offers a variety of products such as jewelry, clothing, home decor, kitchen utensils, and much more. They also carry a wide variety of consigned goods.

In June 2019, Cari Weeding bought the business from her original partners. SEWearable Designs continues to be a unique asset to Appleton and surrounding communities. With all the creation and design being done right in the store, it keeps everything local, which has always been important to Cari. The customers and the community support make all the hard work of owning a business worthwhile.

SEWearable Designs utilized the UMRDC's Revolving Loan Fund when starting up their business and then again when they expanded and purchased new equipment. Cari says the addition of the store front has helped their business grow by offering products people in the community can get without having to drive far. SEWearables continues to be a staple in the Appleton community with great products, quality service, and creative designs.



SEWEARABLE DESIGNS
 144 N MILES STREET
 APPLETON, MN
 320-297-9019



Upper Minnesota Valley
**REGIONAL
 DEVELOPMENT
 COMMISSION**

Helping Communities Prosper

with **Q** & **A** *Cari & Weeding*

What motivated you to start SEWearable Designs?

My partners and I wanted to create a new business in town. We thought it would be a fun venture to create an outlet for schools, businesses, and the community to purchase custom apparel.

What are your goals for SEWearable Designs?

Now that we are established, I would like to continue to see growth. The goal now is to have more of an online presence and do more sales there.

Where do you hope the business will be in five years?

I would hope that with continued growth, we would be able to hire more employees. I am always looking for new ideas and hope, with that, we can offer more things.

What is your favorite part about being an entrepreneur?

The feeling of accomplishment. It has been a struggle at times the last seven years. It is a lot of work and has its ups and downs, but to know it is working and that I was able to purchase the business from my partners and keep it running was huge.

What were your biggest hurdles to building your business and how did you overcome them?

Not always knowing what we were doing. We made mistakes but worked hard to correct them and found better ways to do things. When you start something new, you don't always know what you might be missing and it is hard to put it all together and make it work.

Why did you choose to own a business in Appleton? What do you enjoy most about owning a business in this community?

This is where we live. We wanted to be local. Support from the community is important and it is a great feeling when we get it.

What would your main piece of advice be for someone just starting out?

Do your research, be prepared to work hard- harder than you thought possible at times. Be prepared for long hours and some failures, it makes you stronger. Don't forget to enjoy it, too.

How has the RLF helped you become the business you are today?

Without funds to start and grow, we would not have been able to move to a larger building. Having a store front has made a huge difference in our growth. Being able to have new, unique things for our area is awesome.