

MEDUSA CHARM



"Medusa Charm" is a family owned business in the heart of Brighton - Le - Sands, offering beautiful and unique items for both men and women. Whether you are shopping for yourself or looking to pamper family and friends, Medusa Charm is sure to have what you're looking for.

INTERVIEW: ANNA ARSENIS

Tell me a few things about yourself.

My name is Mary and I run the store with my two beautiful daughters, Sarah and Lana.

What's the name of your store? Where is it?

The name of our store is Medusa Charm and it is located at Shop 32 Bayside Plaza, 376 Bay St. Brighton- Le Sands NSW 2216 (underneath the Novotel). We are open 7 days a week. Our Winter Trading Hours are:

Monday - Thursday 11:00am - 7:00pm

Friday-Saturday - Sunday
11:00am - 9:00pm.

Tel: 02 95996694

Email:

medusacharm@tpg.com.au

Web"

www.medusacharm.com

When we were trying to choose a name for our store we wanted one that represented our cultural background and one that was pertinent to us. Medusa has been my nickname for a very long time and so we thought it was appropriate to use it as part of our name. Charm just followed and presto....Medusa Charm was born!!

What is the style of your store?

Our store is a boutique style store, following the European style of decor and offering a variety of imported and local gifts and accessories for both men and women. We have used simple, but elegant colour and simplicity in our shop fittings and we believe it has come together quite effectively. The comments we get from our customers justifies this belief. We have been overwhelmed by the response of everyone who has come into our shop. We much appreciate your compliments and feedback.

We try to offer products that are a little unique and brand names that are not commonly found. For example we stock Lamborghini, Valentino, Lucien Picard, Akribos, Auguste Galan, Roberto Cavalli, Manuel Zed, Zoppini, Dollan Bullock,...just to mention a few. We must admit though, customer coercion has forced us to bring in the more common brand names also...what could we do? We aim to please.

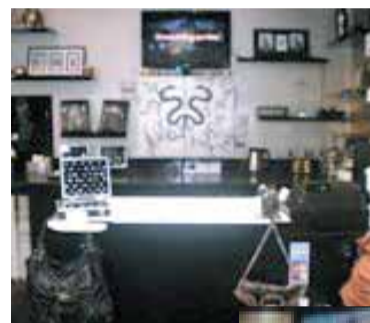
We also have a wall and window display dedicated to NIKOS ART in our shop. All artwork is done by Nick Bonovas. This is also a very popular feature as many Greeks are proud of their culture and like



to display the Greek art in their homes and on themselves.

What did you do before you opened a gift store?

Before we opened our store we worked in our own field of work. I am a high school teacher at Bankstown Girls' High School, I have worked there for 19 years and I have loved every minute of it. I have taken some time off school this year to have a break, relax and hopefully go back refreshed and with new innovative ideas and enthusiasm.



Sarah is a welfare worker who works with people with a variety of different disabilities and needs.

She too finds her work rewarding and has formed good relationships with

her clients. Even though Sarah has only worked in this field for a short time, she was prepared to be part of the Medusa Charm venture, once I proposed it to her, and has been there from the developing stages.

Lana, the third member of our team, has worked in the Events Management field and has had the privilege to work for Hockey Australia, Fast Impressions and a variety of other companies which have helped her broaden her views and gain experience in her

MEDUSA HAS A PASSION FOR BEAUTIFUL ITEMS AND IS NOW SHARING THEM WITH ANYONE WHO IS LOOKING TO TREAT THEMSELVES OR A LOVED ONE

NOW IS THE TIME TO PAMPER YOURSELF!

chosen field of employment. Lana needed a little more convincing than Sarah to join the Medusa Charm "band wagon". Being the more cautious and analytical one, and the only one of us with any retail experience, she was reluctant to

approve the new venture, but luckily she did, and thus completed the trio.

Why did you want to open a gifts and accessories store?

I always wanted to own my own business but throughout the years I was always

dissuaded and my dream was never fulfilled. Only the negative side was pointed out to me and without support from anyone I was always scared away from going through with any of my ideas. I was bringing up two children on my own and had a mortgage and other responsibilities. I could not take the risk... who would feed the children if I was unsuccessful?? Too many obstacles and not enough guts.

Things changed once the girls grew up, the mortgage was paid and the responsibilities became less burdensome. The idea of my own business started needling at me once again. I approached my dear

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