

Southeast ISBDC Client Highlight

August 11, 2014

Client Highlight - Stuck on Hue

Hollie Rich owns Stuck on Hue ([website](#)) ([Facebook page](#)), an online business that sells pillow covers and pillow inserts that light up a room. Hollie's collection of fabric options include lots of colors and patterns to help energize your space.

Hollie's previous work experience was mostly in project management in both the corporate and non-profit sectors. Before becoming an entrepreneur, Hollie had been on sabbatical from the corporate world in order to volunteer as the president of the band boosters organization at her son's high school. She now balances her new business with her volunteer role, both of which utilize her project management skills, but in very different ways.

Hollie decided to go into this creative, fun business partly because she considers herself a decorating junkie. Hollie says, "After spending too many hours drooling over fabrics and pillows for my own home, I decided to put all that research to work. After all, you should do what you're passionate about, right?" She quickly fell in love with the idea of not only having the ability to create beautiful pillow covers for herself, but also sharing them with others too.



Hollie's mission for her business is to help people love the place they live by energizing their spaces with color and patterns. The aspect of her business Hollie enjoys the most is researching fabric and trends. She is excited to work with new

fabrics and try new things for her customers. Hollie's least favorite aspect of the business is keeping up with accounting and tax filing. Luckily, her husband is a "numbers guy" and helps her with those aspects.



Hollie's main obstacle is balancing her business with her volunteer responsibilities without neglecting her family and household duties.

After coming up with her business concept, it only took Hollie two weeks to launch her Etsy shop. Her business opened in January of 2014. Hollie, who claims she is not usually spontaneous, feels that she was able to start this business so quickly because she knew the market, and she felt like this business was the right direction to go for her.

Stuck on Hue became profitable after only five months of operation. Hollie only expected to sell two or three pillow covers per week, but her expectations were exceeded exponentially. Sales tripled from the first month to the third. In fact, she had to extend lead time on her made-to-order pillow covers an extra week just to keep up with demand, and is limiting the number of fabrics currently available in her shop during her volunteer role's busiest season.

While Hollie enjoys her volunteer position with the high school band boosters organization, she looks forward to dedicating her time 100% to her pillow business after her son



graduates next May. Once she has more time to dedicate to her shop, she will continue to add new fabrics and will begin reaching out to home décor bloggers to market her products on a larger scale.

Hollie, a client of the Southeast ISBDC since June 2014 said, "I had been running my business for five months before connecting with the Southeast ISBDC. Meeting with Blayr helped ease my mind on a few outstanding questions."

Regional Director, Blayr Barnard says of Hollie and her business, "Hollie is a dedicated business owner juggling an additional full-time role. She will be successful as shown through her obvious creativity and her attention to the business details."

