Kiki + Finch show support

Kiki + Finch is a small boutique in Emerald that offers bespoke clothing, shoes and accessories for women, as well as a beautiful collection of indoor plants and locally-made giftware.

Owner Olivia McAlpine had always wanted to open a shop, but after her children were born, it wasn't something she expected to be able to do.

"After having three babies in less than three years, I had lost my sense of self and was battling postnatal depression. I needed a creative outlet and something that was mine," Olivia says.

"Opening a shop was something I thought I could never achieve but I threw caution to the wind and just went for it. I have loved every minute of it so far and the sense of empowerment I have felt from owning my own business is amazing."

After opening at the end of February this year, Kiki + Finch has established itself as a community-driven business, with a focus on empowering mums and other women.

"I know firsthand how clothing can affect your personal confidence and self-esteem. It is very easy to get up day after day doing the normal mum tasks and think 'why bother,' when it comes to choosing what to wear" explains Olivia.

"When your body goes through so many changes, choosing an outfit can be very overwhelming. My aim at Kiki + Finch is to provide women with clothing that can be thrown on without much thought, be practical and comfortable whilst looking fab and most importantly helping them feel like their best selves."

All of the women working at Kiki + Finch are mums. With nine children aged two to 17 between them, these ladies know just what it is that other mums need to feel good about themselves.

Support a local Emerald business today and check out Kiki + Finch's great range of giftware and women's apparel. 245956

"We really love being able to create a relaxing, calm environment for our shoppers and, of course, we are always up for a chat," Olivia says.

A qualified teacher and bookkeeper, as well as mother and serial shopper, Olivia has equipped herself with the skills to run her business successfully and happily. She is also enjoying the reception from locals in the area, and is glad to have her shop in Emerald.

"As a local, I have also loved getting to know other members of our community closer and it really has solidified what I already knew - Emerald really is an amazing place," says Olivia.

With new stock arriving weekly, even the most dedicated fans of Kiki + Finch will find something new each time they visit.

Visit the online store at www.kikiandfinch.com.au or pop in-store at 354 Belgrave-Gembrook Road Emerald. Opening hours are 9.30am - 3pm Wednesday, Thursday and Saturday, 9.30am - 5pm Friday, and 10am - 2pm Sunday.

Kiki + Finch staff members Jess, Olivia, Jean and Gemma are all mums. 245956

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