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my child

ISSUE 25 • WINTER 2012

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MY BUSINESS

MUM NATASHA BARBER, THE MANAGING DIRECTOR OF SKEAMIE, SHARES THE STORY OF HER ROAD TO SUCCESS

After being unable to find fashionable, practical, well-worn leather shoes for her son, Hamish, Natasha Barber set out to design the perfect pair in 2008. After marketing her brand and products through trade fairs and online and print media, she became in charge of a thriving business that produces a fantastic range of footwear for children, as well as baby sleeping bags and children's sleepwear.

One of Natasha's core beliefs is ensuring that every product comes to growing children without breaking the budget. She says, "Skeamie is all about providing quality products at great prices and with exceptional customer service." She is also particularly proud that her brand is a preferred provider of the Australian Footwear Association, which is high praise indeed for her beautiful leather shoe range.

While she often [laughs] and job satisfaction is the obvious perks of working for herself, she has also discovered more meaningful benefits. "What matters most to me is definitely the fact that I am building a business as well as helping others," she says. "I also love the fact that my children are interested and get involved with the design."

The road to success wasn't without its challenges. As a mother to Hamish, six, and Belle, four, she found herself struggling to perform the daily juggling act required by all working mums who have young children. Being pregnant while setting up the business was particularly difficult. "The most challenging aspect was dealing with morning sickness while trying to get the business off the ground," she recalls.

Natasha is especially thrilled about what lies ahead. "We are extremely expanding into the UK and Europe, which is exciting," she says. "And beyond that, I hope to build a business that can one day pass onto my children, it just is what it is in life."

As for her advice for other mummy entrepreneurs who have children, she sums it up in three words: "Go for it!"

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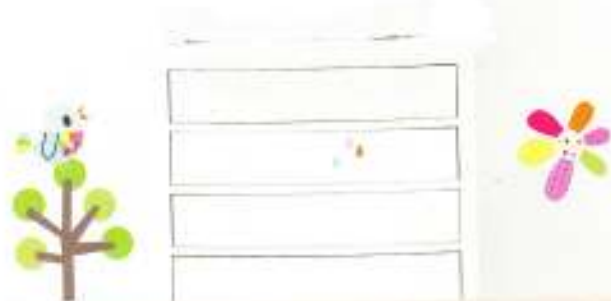


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infancy SHOPPING



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Tip & tip

With its innovative weighted straw, the Essential Sippy Cup by h.box lets your child drink no matter what angle the cup is tipped at. Priced at \$14.95, it is BPA-free and features a leak-proof lid. Visit huggsandstookles.com.au.



STRIFE IT RICH

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