

Sheila Moon Designs



Sheila Moon, owner and designer of **Sheila Moon Designs**, specializes in designing and manufacturing high-quality cycling apparel for women that are both functional and fashionable. As an avid cyclist, Sheila is passionate about her product and connected to the community that she serves. Since Sheila began her cycling line of clothing in 2003, she has experienced a surging increase in sales every year. Sheila projects sales of \$250,000 for 2006!

Before starting her cycling apparel business, Sheila had gained experience in the industry as an employed designer, but always knew she would eventually branch out on her own. After working as a freelance pattern designer and making a few of her own designs on the side,

Sheila started a women's fashion line before deciding to go into cycling gear.

Due to her increase in sales, Sheila has hired a student from a local art college. In addition to receiving support from her two sales reps, Sheila works various trade shows and major bike rides, such as the Inter Bike tradeshow and the annual Death Ride to get her name out to major buyers within the industry.

Sheila has been awarded grants through two of Renaissance's special programs; a Women and Company Microenterprise Boost Award for \$2,000, which she used for marketing, and a \$500 grant and free internet access for one year through COVAD. Sheila is a graduate of the Business Planning class and in her own words -- "just about every other class that Renaissance has offered!" "REC is an organization that has made me business savvy when I knew nothing about running a business. I have learned so much about areas of business that are essential to success. It is mind blowing that a few of the classes came at a time when I needed exactly that help or information, such as the sales workshop. I feel total support through Renaissance!"

Currently Sheila Moon Designs are sold in over 110 stores, 13 states and 3 web sites. Sheila's biggest client is Sports Basement. Sheila's goal is to continue growing and become a house hold name!

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