

# Get to Know Rachel Kanaby

Owner, KiKi D's Dress Boutique

## *What is your professional background prior to owning this business?*

Before acquiring KiKi D's, I worked at L'Oréal, Swarovski, Michael Kors, and Sakara Life.

## *When did your current business open, what led you to open this particular business, and why did you choose Hillsborough?*

KiKi D's Dress Boutique has been a **luxury formalwear** boutique offering kindness and style in the heart of Central New Jersey for **over 15 years**. It feels really special to come full circle and bring this boutique to my hometown and continue to **support other local small businesses** in Hillsborough and continue to help others **see this town as a destination**.

## *What do you find the most challenging aspect of owning your business?*

The most challenging aspect of owning your own business is definitely the **unknowns** and **"what if" situations**. You're naturally going to be faced with challenges you didn't plan or account for and have to **figure out the best way to make it work**.

## *Given the challenges of owning your own business, and the hard work involved, what motivates you every day?*

What motivates me is the all the long-term goals. I see this as an amazing opportunity to set me and my future family up for success. In addition, the ability to **be the one in charge** and call the shots can be nerve-racking, but also **super empowering and rewarding** when you see all your **hard work pay off**.

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# KIKI D's Dress Boutique

## *As a woman business owner, what are you most proud of?*

I am most proud of just **simply taking the risk and doing the dang thing!** I want to be someone my future kids look up to and see the **hard work** and **dedication** I have. Especially if I am blessed enough to have a daughter one day, I want to be the kind of mom and **role model she can look up to** and know she can do **anything she sets her mind to**.

## *What is the best advice you've been given? What advice would you give to a woman looking to start her own business?*

There is no reward without risk so **just do it!**

## *Any final comments or thoughts you'd like to share?*

I am so humbled to be asked to share some things about myself and my new business venture so I **thank you for taking the time to read a little bit about myself** and I can't wait to see everyone stop by the store, say hello, and do a little shopping!

