



Vicky Magnani

Roberta Patel

Gina McAdam

Marsha McLean-Anderson

Julie Briggs-Thornton

Fusspotts

Scarlet Mixx

Keri Whinney

Zuzanna Konarska-Weetman

Lisa Martin

Paige Mengers

Teresa Weller

Denim Stars

Patsy Dhir

Julia Jacconnelli

# 22 for 2022: Women to watch

Introducing Surrey Frills' stellar line-up of inspirational women leading with prescience, passion, power and poise. Woman-owned independent businesses were disproportionately affected by the global pandemic because they were concentrated in some of the hardest hit industries, fashion, beauty and lifestyle. Pivoting the snakes-and-ladders feeling of lockdown, the sudden turns when we thought we were at the end, led these entrepreneurs to not only rise to the challenges but stay ahead of the curve.

Some of our trailblazing talents have introduced inspirational and innovative ways to increase brand awareness, raising their social media game with engaging and entertaining content. Others have built transactional websites, while some have been lip-syncing on TikTok. There was a wave of first-time business ventures and a reimagining of existing baseline requirements.

What they all have in common is their infinite attention to taking their customer experience to the next level.

We're passionate about female entrepreneurship and empowerment - here are some of our favourites. ▶▶



Anna Elshafei

Karen Powell

Liz Trendle

Little London Lady

Joanna Bronkowska

Emma Brown

Haus of Paint

Claire Leigh

Yvonne Dalgety

Michelle Whearty



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**Name: Vicky Magnani**  
**Business: Mayflower Spa**

Vicky Magnani and her husband Andy had a vision of creating a sanctuary, which bridged the gap between salon and out-of-town hotel day spa. Providing bespoke spa treatments, relaxation lounges and maintenance beauty services, they launched Mayflower Spa in Dorking. When lockdown came they opened their online shop and boosted their social media presence by creating engaging informative and educational content as well as online educational events.

"We also used this time to invest in intense training to provide Cancer Safe Treatments. We want our clients to unwind and enjoy a treatment which is safe and relaxing without being reminded of their cancer journey." Vicky's vision for 2022 is to win more awards to become one of Surrey's leading day spas. Watch this space!

[www.mayflowerspadorking.com](http://www.mayflowerspadorking.com)  
 Instagram: @mayflowerspadorking



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**Name: Claire Leigh**  
**Business: Two Ducks**

Claire is the founder and owner of Two Ducks, an award winning independent store offering customers an immersive shopping experience.

Born out of a love for discovering and sharing unique finds, Claire goes to great lengths to keep the collections fresh and exciting, continually seeking out brands that offer something truly different.

"From locally-sourced gifts to stylish and sustainable European designers, we are passionate about creating an unforgettable shopping experience."

During lockdown Claire decided to pivot not pause. "We joined 2 online marketplaces, Trouva and Nearthoo and got interactive with regular lives, reels, competitions and collaborations. We're now hosting events in the café including workshops and wellbeing events like our menopause café."

[www.two-ducks.co.uk](http://www.two-ducks.co.uk)  
 Instagram: @twoduckslifestyle



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**Name: Roberta Patel**  
**Business: High Heel Hierarchy**

Roberta Patel is passionate about making high-end designer items accessible to everyone.

Four years ago Metropolitan Police Detective Roberta quit her job to pursue her dream of curating one-off, limited edition pieces. Perennially popular and iconic designs that are rare and sought after, in excellent or new condition with exceptional discounts. This customer-centered vision includes competitive payment options with interest free installments.

"We introduced a part-exchange model, where clients can part-exchange their items for something they like from our stock - it's proving really popular."

Efficient hassle free and simple, Roberta and her team treat every client like a VIP.

"We are committed to providing our customers a guarantee of authenticity in everything we sell so that they can enjoy a risk-free enjoyable shopping experience."

[www.highheelhierarchy.com](http://www.highheelhierarchy.com)  
 Instagram: @highheelhierarchy



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**Name: Scarlet Minx**  
**Business: Scarlet Minx Millinery**

It was whilst working as a wedding dressmaker for a bridal wear company that Charlotte realised her passion for hat making.

"I've always loved the transformative powers of hats and loved watching the milliners at work. I couldn't wait to go home and copy the techniques I witnessed."

Eventually I started to fuse my traditional hat making skills with contemporary style to produce exquisite hats and headpieces for every occasion. Handcrafting each design from sustainable banana leaf fabric



**Name: Gina McAdam**  
**Business: Haus of Paint**



“I am an Artist drawing from my years of experience working as a printmaker for myself and other artists such as Damien Hirst and using other painterly techniques that are a tribute to the world of art.

Gina’s beautifully conceived designs are a joy to observe and wear.

“I work with a pattern designer and seamstress to bring my designs to life. My business model is built on sustainability, we only make-to-order and create timeless pieces made with great care and attention using eco-friendly production practices.”

Although her brand is still in its infancy, Gina has seen her designs worn on the Red carpet, BBC’s One Show, and a Christmas Pop-Up on Oxford Street, London.

“This year we have some exciting partnerships in the pipeline too including Pop-Ups with sustainable Fashion Collectives such as Lofte. Gina’s designs will also be stocked at Wolf & Badger – the platform for ‘the world’s best independent brands’.

[www.hausofpaint.bigcartel.com](http://www.hausofpaint.bigcartel.com)

Instagram: @haus\_of\_paint

and the stalks from the abaca tree, I launched Scarlett Minx millinery. After winning second prize in the Katherine Elizabeth Millinery competition, I have created a series of Minx Millinery Events for anyone who wants to get creative and create their very own headpiece. The fun and informative courses can be tailored to meet all abilities and requirements.

[www.scarletminxmillinery.com](http://www.scarletminxmillinery.com)

Instagram: @scarletminxmillinery



**Name: Marsha McLean-Anderson**  
**Business: Style Signature**

As a qualified personal stylist, Marsha offers the essential need to know tools to make you look and feel fabulous. In November 2019, she launched her Style Signature Boutique in Epsom.

“It is by appointment only and offers everyone the opportunity to shop a curated edit of independent European clothing & accessory brands together with having a personal stylist to hand.” When quarantine began, Marsha used her VIP Style Facebook Group and Instagram account to offer live entertaining streams about fashion and style. It was so successful that she launched a “no contact click and collect” service enabling customers to buy what they saw.

With exciting plans for the year ahead including a Spring Fashion Show, Summer Garden Party, launch of customised, personalised shopping videos and a Signature Style Squad membership, Marsha’s brand truly is your secret weapon to unlocking your personal style.

[www.stylesignatureboutique.com](http://www.stylesignatureboutique.com)

Instagram: @stylesignaturewithmarsha



**Name: Julie Briggs-Thornton**  
**Business: Little London Lady**

Little London Lady is the brainchild of Julie Briggs-Thornton. Inspired by the birth of her daughter, Jorgie, Julie wanted to capture the beauty and innocence of childhood.

Using only the finest fabrics, the enchanting dresses are impeccably designed and masterfully finished. Little London Lady has a quintessentially British approach encapsulating quality, tradition and refinement. Starting a business during an economic collapse sounds crazy but Julie used the pause in production, her passion and determination to source the very best. “It was so important to me that the dresses are designed and created in the UK.”

The ethos behind the brand is to ‘empower little girls to be anything they dream of’ and no one demonstrates this better than Julie herself.

[www.littlelondonlady.com](http://www.littlelondonlady.com)

Instagram:

@littlelondonlady





**Name: Suzy Green and Sarah Milson**  
**Business: Fusspotts**

Fusspotts is a family-run business with an impressive 42 years trading. Sisters Suzy and Sarah know that successful entrepreneurship is not just about curating beautiful apparel and accessories. With their collection of incredible fashion finds, they have been making shopping more responsible long before it became so popular.

When their mum Barbara launched the shop in the 80's, she knew she wanted to focus on high-end designer pieces. "Mum's insight was just as significant then as it is today," says Sarah. "It's the reason we have not only survived but thrived during the pandemic, but our constant diversification.

[www.fusspotts.co.uk](http://www.fusspotts.co.uk)  
 Instagram: @fusspottsoxted



**Name: Keri Whinney**  
**Business: Horny Pants**

It was during a safari holiday to South Africa that Keri was inspired to create her brand Horny Pants. Combining philanthropy and fashion Keri set out to raise the plight of the critically endangered rhino.



"I created Horny Pants to raise money and awareness to help protect the Rhino and other Endangered Species.

Keri's range of premium Eco-friendly bamboo underwear is silky soft and sustainable and all Horny Pants items are made in the UK. The success of her menswear underwear has led Keri to design ranges for women and children. Keri has just written a children's book about endangered animals in the hope that they too will become passionate advocates of wildlife and learn how to get involved.

[www.horny-pants.co.uk](http://www.horny-pants.co.uk)  
 Instagram: @horny\_pants\_



**Name: Zuzanna Konarska-Weetman**  
**Business: Maigold**

When Zuzanna Konarska-Weetman was looking for modern feminine clothing that fit seamlessly into busy lifestyles, she realised there was a gap in the fashion landscape.

"Most of the clothes I came across were made from polyester and viscose. I had no prior experience of the fashion industry but I started researching more eco-friendly fabrics like Tencel, Eco Vero and organic cotton-fabrics that are as good for the environment as they are for the sartorial creativity of designers".

Colourful aesthetics with serious ethics is the ethos behind Zuzanna's brand Maigold. "I've recently added handmade earrings to the collection and I plan to design more considered pieces that will layer season upon season to create a truly timeless wardrobe".

[www.maigold.co.uk](http://www.maigold.co.uk)  
 Instagram: @maigold.uk



**Name: Emma Brown**  
**Business: Denim Star**

Founder, Emma Lucy Brown graduated from the original Fashion University Central Saint Martins in Women's Knitwear Design. Gaining experience from both the couture and commercial high street markets, Emma has worked as a designer and developer for some prestigious brands. After more than twenty years in the industry, Emma has realised her dream in bringing the Denim Star



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**Name: Lisa Martin**  
**Business: The Edit**

Meet Lisa Martin owner of The Edit boutique in Dorking, another great example of a business that's used the mandated shutdown to create new product offerings.

The key to Lisa's success is knowing where her boutique stands in the marketplace while filling a niche in the retail sphere.

"It's important that The Edit stays relevant but innovative. I'm constantly reviewing my USP and adapting it for a changing market." The enforced lockdown gave Lisa a chance to use her creative skills to up-cycle and repurpose furniture and home decor. Combining fashion with lifestyle, Lisa's boutique has become your one stop shop for your wardrobe and home decor. "Our mission is to delight you with unexpected, distinctive finds for your wardrobe and home - at surprisingly affordable prices."

[www.edit.boutique](http://www.edit.boutique)  
 Instagram: @theedit.boutique



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**Name: Yvonne Dalgety**  
**Business: Mia & James**

After leaving a corporate career to raise her children, Yvonne decided to take the plunge to venture into a business of her own and launched 'Mia & James' during the global pandemic. "Having struggled to purchase quality personalised gifts at a reasonable price point myself and realising just how much unnecessary plastic waste we create, I decided to launch a brand that was all about giving - something fun, personal but also sustainable."



The collection of practical basics is made from recycled materials

and is customizable through brightly coloured embroidery and a selection of curated cool iron-on patches, offering gifts with meaning, purpose, and style for loved ones or simply oneself.

[www.miaandjames.com](http://www.miaandjames.com)  
 Instagram: @miaandjamesuk



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**Name: Paige Mengers**  
**Business: Phoenix Style**

When Paige Mengers acquired Phoenix Style boutique in 2017 she knew that looking good for less without hurting the planet was on an upward trajectory. Paige has worked diligently to develop the store into a much loved community based business where local communities come together to buy and sell luxury designer apparel and accessories. Paige has opened a second store in Wimbledon.

"Sustainability and circular fashion is our key USP and bringing this offer to a local community. Being environmentally responsible is at the core of our beliefs, consigning luxury pieces ensures that they do not end up in landfill and purchasing something that is second hand continues the narrative of making conscious decisions for the planet."

[www.phoenixstyle.co.uk](http://www.phoenixstyle.co.uk)  
 Instagram: @phoenixstyle\_



sock collection to fruition.

"Denim jeans are embraced and worn all over the world. I had a vision to 'romance your favourite jeans' by creating denim coloured socks that offer a seamless sartorial look. Emma's unique and sustainable hosiery collection combines unparalleled design with an incredibly soft organic cotton blend, bringing joy to your everyday.

[www.denimstar.co.uk](http://www.denimstar.co.uk)  
 Instagram: @denimstar\_uk





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**Name:** Teresa Weller  
**Business:** Teresa Weller HairArt

After a year like no other, Teresa Weller Hairart has made a triumphant return to the High Street. In addition to designing and styling hair for modeling shoots, media and West End shows Teresa and her talented team of stylists and colour specialists are passionate about bringing your #hair goals to life.

Providing luxury-level service has always been part of this award winning salon's DNA. It's this attention to every detail that keeps customers coming back for more.

"After the protracted isolation, it was important for us to create an ambience of togetherness and warmth for our clients. You remember us because we remember you! We pride ourselves on making you feel beautiful not just on the outside, but the inside too.

[www.teresaweller.com](http://www.teresaweller.com)

**Instagram:**

@teresawellerhairart



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**Name:** Michelle Whearty  
**Business:** Michelle's Waist Management

After years of stop-start dieting, Michelle lost nine and a half stone with the One2One Diet by Cambridge weight plan and now she is helping others to realise their goals too.

Two months before the pandemic started Michelle relocated from Cornwall to Surrey and despite the challenges, soon amassed a client list of 70 plus men and women.

"My refreshing approach to weight loss combines a winning formula - a science-based approach and a personal coach for support throughout the programme"

Her Centre is currently the only one in Surrey to offer the premium body scanning equipment, the Seca mBCA 515 offering fast and easy assessment of your body composition, focusing on unhealthy fat masses. Michelle's bespoke one to one support is tailored to her clients individual requirements. It's this dedication that has led to Michelle winning the Gold Champion Consultant Award twice.

[www.facebook.com/Michelleswaistmanagement](http://www.facebook.com/Michelleswaistmanagement)

**Instagram:** @michelleswaistmanagement



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**Name:** Liz Trendle  
**Business:** The Gate Boutique & Catwalk

Meet Liz Trendle founder and owner of two successful fashion boutiques in Surrey.

"I believe our commitment to customer care is what makes us stand out from the crowd. Whether someone wants to buy just one item to update their wardrobe or they are looking to create a new season look, the girls and I are on hand to guide them through the collections and find the pieces that best suit the customer, and their lifestyle."

During the havoc and heartbreak of the pandemic, Liz continued to engage with and provide solutions to her customers. Increasing and focusing their E-commerce platform, blending the aesthetic and social aspects of Instagram via her popular Friday Lives and hand-delivering customer orders. "Every little helps."

[www.thegateboutique.co.uk](http://www.thegateboutique.co.uk) /

[www.catwalkgodalming.com](http://www.catwalkgodalming.com)

**Instagram:** @thegateboutiqueguildford/

@catwalkgod



**Name:** Joanna Gronkowska  
**Business:** Treatments by Joanna

Walton on Thames based Joanna started as a Level 2 Personal Trainer, but just before the pandemic she started the first ever EMS (Electro Muscle Stimulation) studio in her home town. EMS delivers the equivalent of a 3-hour gym workout in just 2 x twenty minutes sessions. But despite Covid, the Polish-born entrepreneur has expanded her service to now also offer additional ground-breaking treatments; Cryotherapy fat freezing, Lymphatic Massage and the Dermalux Light Therapy mask (which helps boost complexion)

[www.treatmentsbyjoanna.co.uk](http://www.treatmentsbyjoanna.co.uk)

**Instagram:** [ems\\_cryotherapy\\_byjoanna](https://www.instagram.com/ems_cryotherapy_byjoanna)





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**Name: Patsy Dhir**  
**Business: Style Fix**

Patsy Dhir is the founder and owner of Style Fix, helping men and women become the BEST version of themselves through style and colour. Offering a discreet, professional service with excellent aftercare.

“My mission is to empower and raise the bar in self-confidence, it really is a game changing experience that everyone deserves.” During lockdown, Patsy successfully adapted her business to meet the challenges posed by the crisis. “I was able to pivot my business and do much more virtually, I worked with different brands promoting and creating content, I was also lucky to do some online virtual tutoring for the London College of Style and continue with my TV presenting work as I was classed as a key worker.”

[www.stylefixuk.com](http://www.stylefixuk.com)  
**Instagram:**  
[patsys\\_style\\_fix](https://www.instagram.com/patsys_style_fix)



**Name: Julia Jaconnelli**  
**Business: Courtyard**

With more than twenty years successful trading behind her, Julia’s premium womenswear



boutique, Courtyard is one of Surrey’s star attractions, gaining national following and industry recognition. In 2017 Julia was awarded the Womenswear Independent of the Year Award.

“It’s so important to me that our collections are unique and considered as well as current. The global climate crisis and more recently the pandemic has impacted the fashion industry. Collections are more season-less than ever. This strongly resonates with our customers who are wanting to invest in pieces that have longevity.”

Julia diligently curates an eclectic mix of brands, some sourced worldwide, as well as upcoming British designers with individuality and craftsmanship central to their designs.

[www.courtyarduk.co.uk](http://www.courtyarduk.co.uk)  
**Instagram:** [courtyardsurrey](https://www.instagram.com/courtyardsurrey)

**Name: Karen Powell**  
**Business: The Organising Lady**

Founded by Karen Powell in 2016, The Organising Lady delivers a bespoke editing & organising service with lifestyle guidance. “My goal is to bring clients a uniquely rounded 360 approach to their challenges. It’s not just decluttering & organising, it’s finding the confidence to reclaim space, whilst saving time & money!”

Lockdown strengthened Karen’s business, it was an interesting time,



**Name: Anna Elshafei**  
**Business: Shaffay Slippers**

Founded by Reigate based Anna Elshafei, the Shaffay collection was launched out of a desire



for slippers that are as elegant as they are effortless. Treading the line between luxury and timelessness, contemporary design and comfort, Anna knew there was a gap in the market for slippers that do not sacrifice style for comfort. “Launching the business over the last couple of years has thrown up myriad challenges. With workshops and factories closed, the development of the prototypes was slow and frustrating but I focused on my end goal and used the time to learn and to seek out resources and people that could help me.”

Although in its infancy, the initial success of the Shaffay brand has inspired Anna to expand the collection and introduce new ranges in more, different, gorgeous colours and materials.

[www.shaffay.com](http://www.shaffay.com)  
**Instagram:** [shaffay\\_uk](https://www.instagram.com/shaffay_uk)

people realised they wanted less, feelings of overwhelm soared. Netflix Home Edit brought us other peoples overwhelming spaces and we realised we weren’t the only ones feeling suffocated by ‘stuff’.

“I work with every kind of people, individuals & families. When clients confide they’re feeling out of control, I help them focus and to develop skills to walk forward.”

[www.theorganisinglady.co.uk](http://www.theorganisinglady.co.uk)  
**Instagram:**  
[@theorganisinglady](https://www.instagram.com/theorganisinglady)

