

## PurgARTory

The intersection of creativity and commerce can be hard to find for entrepreneurs and small business owners. Transforming an idea into a business, then imbuing that idea with the passion and desire of an artist, takes energy and resilience and courage. Professional artist Lynne Schaffer had those qualities and more when she came to the Florida SBDC at the University of Central Florida (FSBDC at UCF) for assistance with launching and building her art, makeup and fashion brand, the House of PurgARTory, beginning with PurgARTory Makeup by Lynne Schaffer.



### LYNNE SCHAFFER

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Schaffer's vision for her company and her brand is clear. "We celebrate edgy sophistication, confidence and individuality, glamour and affordable extravagance. We're about being vintage, classy, dark, and fun! It's for strong, independent, creative, bad-ass dames!" says Schaffer. While fashion and art are in the future, Schaffer launched with PurgARTory cosmetics that she says "brings you back to basics with the Classics, the Essentials. We are the affordable luxury, high-quality, richly pigmented, versatile, universal, skin care infused makeup for all skin colors and types."

Schaffer came to PurgARTory with a visual arts background and more than 15 years as a professional makeup artist representing luxury brands like Dior. "My experience was all on the creative side of the world, with some sales and marketing thrown in," recalls Schaffer. "But I had some concerns about starting and running a business without guidance about the technical and regulatory issues, as well as wanting to learn everything I need to know about marketing, finance, accounting and the like. That's why I came to the FSBDC."

"At the outset, it all seemed too huge and overwhelming for me to take on by myself," Schaffer continued. "I'd heard that the FSBDC offered courses and workshops, so I signed up to get a foundation of knowledge. From the start, working with the FSBDC has been a very good experience that far exceeded my expectations."

"First and foremost, and by far the most important and beneficial assistance I received from FSBDC, is the one-on-one, confidential, no-cost consulting I have received from Chuck Wheeler, my FSBDC consultant," says Schaffer. "The quality of his guidance and his professionalism is what struck me. He walked me through every step of the process. It was so reassuring to work with someone who has had personal experience with the challenges I was dealing with."

From its start more than a year ago, PurgARTory Makeup by Lynne Schaffer has grown into a successful business. Schaffer is collaborating with others in the arts community, scheduling special makeup events at boutiques and hair salons, and was featured at a fashion show in a prominent local art gallery. She is producing "Pop Up" shops where she works directly with clients introducing the advantages of PurgARTory Makeup by Lynne Schaffer.

"It's such a relief to know you're not alone in running your business," concluded Schaffer. "It can be scary. I don't feel that way anymore, though, thanks to the FSBDC and Chuck. Their main goal is for us to succeed and that's just what's happening for me."

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