

# Mom-preneurial Spirit

Biz-savvy mothers venture into the retail world.

**When ambitious women** put their careers on hold to take on the challenge of stay-at-home parenting, some find that, well, diapers and baby books just don't cut it. So, armed with computer smarts, motherly know-how, and a few precious hours of quiet during naptime, some Denver mothers have channeled (what's left of) their creative energy into starting their own businesses. In honor of Mother's Day, we've listed a few notables below. —GINA BERNACCHI



**1. ART MAGNETISM BY BECAUSE YOU SEE...** Cassie Moskowitz, director of client relations for a law firm and mother of three, developed these educational toys in 2004 after studying art history in Italy. Each image, such as Van Gogh's *Bedroom at Arles* (pictured here), is a famous work of art containing removable magnetic elements, so your children can re-create the art or invent their own masterpieces. Available at *Meininger's*, 499 Broadway, and online at [www.becauseyousee.com](http://www.becauseyousee.com).



*becauseyousee.com*. \$20 each; \$50 for three.

**2. SPARKLE TEES** Vikki Goldberg teamed up with best friend Barbara Askenazi to design these dazzling T-shirts. The two hold business meetings during their daily morning runs. A portion of the proceeds from each tee goes to the Colorado affiliate of major charities such as Habitat for Humanity; Goldberg says it helps teach her kids the importance of giving back. Available online at [www.sparkletees.biz](http://www.sparkletees.biz). \$34.



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**3. KNITONE: BAGS FOR PEOPLE WHO STITCH** After former appellate lawyer Barbara Askenazi decided to stay at home to raise her first baby, she took up knitting again. When she had a hard time finding stylish knitting bags to keep all her supplies together, she made one of her own—complete with a coordinated accessories bag—then marketed it. Available online at [www.knitone.com](http://www.knitone.com). \$68.

**4. MA! MOTHERHOOD WITH ATTITUDE** Denver-based writer Janalee Card Chmel and graphic designer/illustrator Tiffany Hauber of Colorado Springs have created

a line of sassy greeting cards and notepads that show how unpredictable and messy motherhood can be. Available at *Love Your Earth Boutique*, 4110 Tennyson St., and *Real Baby*, 3616 W. 32nd Ave. [www.motherhoodwithattitude.com](http://www.motherhoodwithattitude.com). \$3.25/card; \$18/box set of 10.

**5. TILLIE DESIGNS** A former advertising and marketing executive, Tracy Shapiro took a sewing class on a whim and soon found herself walking in her grandmother Tillie's footsteps, designing clothes, stationery, home decor, and accessories (tote shown here). Available online at [www.tilliedesigns.com](http://www.tilliedesigns.com). \$42-\$58.

## RETAIL ROUNDUP

### Notes from the Shopping Scene

Since its opening in November, the **Village Shops at the Landmark** (the Lowry-style business district near I-25 and Belleview in Greenwood Village) has brought some new spending options to south Denver. The shopping center has standby Cherry Creek North faves **Moda**, the European men's boutique, and furniture showroom **HW Home**, plus **Players**, the LoDo men's clothing store. New at the Village is **A.Line**, an elegant urban women's fashion boutique with an interior resembling the inside of a subway tunnel. For the folks up north, **Boulder's Pearl Street Mall** is now home to **prAna** and **Patagonia**, which have opened sprawling stores full of all the wicking fabric you could possibly want.

