

NEW BUSINESS OF THE MONTH: PRETTY LITTLE SOMETHING

Like many busy mums, Allison Franz has, for many years, searched online for beautiful gifts for her friends and family. With the lack of spare time and to avoid lugging her children around multiple shopping centres in search of the perfect gift, she turned to the online world in search of something special. Promises of gift-wrapping and special delivery often left her disappointed as a lacklustre looking parcel would appear to her door much later than expected.



It was out of this experience, coupled with her passion for all things pretty that 'Pretty Little Something' was born. This month we spoke to her to find out what it's all about.

Tell us about Pretty Little Something

"Pretty Little Something is an online gift shop. We sell gift hampers and people can either pick something that we've designed ourselves – a combination of products - or they can create their own gift box with anything they like. We will beautifully pack it as a complete gift and finish with gorgeous wrapping and handwritten gift card."

"As a little girl I loved wrapping presents and would wrap my family and friends' Christmas presents for them just because I loved wrapping so much! So, it's great to be finally doing something I love."

Aside from her passion for wrapping Allison's online store began in part due to necessity and a gap in the market she deemed needed filling. "A lot of people these days shop online, it's convenient, and a great time saver. But living up North we are definitely disadvantaged by the distance."

And although Allison's products are available nationwide, the emphasis on providing a service for the local market is a top priority. "We have a relationship with a courier so our North Queensland customers can get their orders fast."

What makes Pretty Little Something unique?

"When shopping online for myself I did keep finding the same thing with most online retailers, for all the investments they put into the products, photos and advertising, you get really excited about the purchase, but they drop the ball when the product gets to your door. We've all experienced this. They promise gift wrapping and it doesn't happen or

they forgot to put in the gift card or it takes three or four days to even leave their warehouse.

"We don't want to focus on the negatives of others but it's important to understand that's why we care about the whole experience. Any company can put a product in a box and send it but we're sending birthday presents, gifts, happiness – it's joy that we're sending, so we make it special."

How do you balance business and family life?

"I have two children. My daughter, Katie, is seven and my son, Chase, is two – he's a handful! I've been happily married to my husband Michael for 10 years.

"It can be tricky juggling a business and family. The beauty about having an online business is that I can manage the family routine during the day, those after school activities and crazy dinner time hours and then I can put them to bed and work on my business. So that is great for balancing the two!"

Check out Pretty Little Something this Christmas for beautiful, unique gifts

Website: www.prettylittlesomething.com.au

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Something
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GLITTER & GIGGLES
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