

inspirations

# Brandi Shigley





# DARE TO DREAM

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LOCATION: FASHION DENVER, 1070 BANNOCK ST, DENVER, CO 80204

Do what you love. **Love what you do!**

That is Brandi Shigley's theme song for life. Founder of Fashion Denver and B23 Productions, she finds herself juggling a vast amount of projects at one time, but she says that's what keeps her ticking. Petite in frame, Brandi is a powerhouse of creativity and entrepreneur spirit; strongly believing that what you put your mind to, can be done. Known for helping to launch numerous careers in Denver, at 36-years-old, she has come to a place where she knows that life is too short to not go after what you want. "One of my biggest passions is to be able to assist others in helping them start up their businesses," she says. "Because I've been an entrepreneur for over 11 years with

my own businesses, it fulfills me to share my own experiences in helping others."

She started her first business at age 23 by designing custom handbags under her label "b.shigley designs," creating funky one-of-a-kind purses. A success both locally and internationally, Brandi's bags were featured in Lucky Magazine, Denver Business Journal, 5280 Magazine and International Design. Popular with local fashionistas and beyond, Brandi's bags were also sold in boutiques in Paris, London, New York, Chicago, San Francisco, L.A., San Diego and her hometown of Denver. Her designs were also used as gifts for donors and performers at the Paris Opera. One of her greatest honors was receiving the Mastermind Award

from Denver's weekly alt-newspaper Westword for her business insight and her efforts on behalf of the independent arts and design community.

Located at 1070 Bannock Street, Fashion Denver and B23 Productions, which helps designers start and improve their businesses, is a bridge between designers, small business owners and the fashion-forward consumer by creating a network of fashion enthusiasts unlike any other in Denver. The Fashion Denver showroom houses designers from over 20 lines, but the core backbone of the business is to provide business development while hosting and creating fashion markets and shows throughout the city. "Fashion isn't just for New York, Paris,

and Milan anymore,” Brandi adds. “Colorado isn’t usually recognized as a trendsetter in the world of design, but I’m working with other fashion-forward people to change that. With my newly expanded showroom that offers the latest in local style, my goal is to help Colorado become an unlikely fashion hot spot.”

Brandi shares how Fashion Denver is made up of several layers.

## GUEST SPEAKING

Brandi knows what it takes to be passionate about something and turn it into a successful business. She loves to share her knowledge and experience with others. She speaks to all ages from the Young American’s Bank Girl’s Camp to the students at Colorado State University.

## WORKSHOPS

This is where she helps others help themselves through a series of inspirational and informative workshops. These workshops are designed to function as a step-by-step process to help designers to create and grow their business and to learn all of the ins and outs of being a successful businessperson. One of those workshops is Brandi’s “Do What You Love. Love What You Do,” a workshop for dreamers and doers is held every six weeks at Fashion Denver.

## CONSULTING

Take the first step to building on creative ideas with a personalized consulting meeting. She will help you recognize where to start and help you figure out necessary goals, future projections, and steps you need to take to make your business take off and thrive!

## MARKETING AND PR

Get the word out about your business with a variety of marketing and public relations strategies. There are a variety of tools to utilize in publicizing your business and different consumer bases to target.

## FASHION SHOWS

The runway is often the heart of the fashion world. Seeing your outfits or featuring the fashion of your business in a fashion show not only gets your product in the public eye, but also presents your creative work in the best possible light. Fashion Denver gets you runway-ready with a catwalk consultation.

With a decade of business experience under her belt, Brandi’s yearning for creating and designing started as a small child. In elementary school at Trails West Elementary in Southeast Aurora, she admits to becoming obsessed with making paper purses. “I still have my paper ID that I made for my paper purse when I was nine,” she says. “Who knew that years later I would become a handbag designer? I then went on to Laredo Middle School, then Smoky Hill High School. That’s when I got

involved in the business club called DECA and became the Vice President of Marketing. We’d compete in business competitions and although I did it for the social aspect, I had so much fun and did pretty well in competitions.”

In college, Brandi struggled until she discovered the communications department where she found her sweet spot. She graduated at the top of her class with a 4.0 GPA in her major and qualified for the English Honor Society. “It truly shows that when you love something, you can excel at it!” she adds. “When I started out creating handbags I quickly learned what started out as a hobby quickly turned into a business after the press caught hold of what I was doing. B23 Productions is my way to share and consult. Do what you love. Love what you do.” B23 Productions creates roots for budding businesses to grow. Through marketing, web development, PR, event planning, and workshops, the organization strives to get the message out that everyone deserves to do what you love and love what you do. “That’s what life is all about,” Brandi says. “It’s time to take your ideas and dreams and turn them into your daily life. Get your ideas out of your notebook and into the world for all to enjoy. My drive is to help a client determine what services will best fit their business and how we can implement a plan to get their roots started for a successful business. There are so many things that go into starting up a business. I know it can be overwhelming, and I’m here to help guide people.” Services that B23 Productions include are small business planning, branding, marketing, web design, event planning and film projects.

Growing up in Northglenn and Aurora Colorado, Brandi cherishes her childhood. From her father she learned disciplined work ethics, and from her mother came her ability to create and design. “Life as a child was fun. My mother stayed home with us until we went to school. She would sing us songs on her guitar, make crafts with us and spent a lot of time with us. My dad worked on tower cranes, flew helicopters for the Adams County Sheriff’s Department, and then started his own security company specializing in burglar and fire alarms. Although he worked a lot, he always made time to spend with the family. My parents never set boundaries for me; therefore, I didn’t know when to stop learning. It has shaped who I am, because I see that there are no limits! Set your mind to it, and it can be done! They continuously support me and are constantly my cheerleaders.”

Standing true to her upbringing, Brandi has added singing to her extensive resume with her band B.Sous and has recently started writing a book rightfully titled *Chronicles of a Dreamer and Doer*. “When the book is completed, I want to do a book tour and while I’m on tour, play music along the way. I’d also love to be on Conan O’Brien or Jimmy Fallon while I’m on my book tour and do a musical performance! No matter what happens in life, I know that those who step outside their comfort zone to pursue their dreams will always find true happiness.” ■

*Brandi can be reached at 720-974-2200 or to learn more about Brandi and the services she offers visit these links:*  
“Do what you love. Love what you do” website: [www.dowhatyoulove.us](http://www.dowhatyoulove.us)  
Blog and music: [www.bshigley.com](http://www.bshigley.com)  
Consulting Business: [www.b23.biz](http://www.b23.biz)  
Fashion Denver: [www.fashiondenver.com](http://www.fashiondenver.com)

