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## Bare Linens online only — for now

By Keith Lawrence Messenger-Inquirer  
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Lindsey Ioia started her online business on Oct. 1 featuring casual, comfort, everyday wear for women called Bare Linens Boutique.

Photo by Alan Warren, Messenger-Inquirer | [awarren@messenger-inquirer.com](mailto:awarren@messenger-inquirer.com)

Lindsey Ioia picked up her bachelor's degree in business administration and management from Western Kentucky University this summer and launched her own business — Bare Linens — on Oct. 1.

"I've been in retail since I was 16, working at JC Penney," she said. "I've always wanted my own business, but the last two years I've really been wanting to share the styles of clothes that I wear every day."

So far, Bare Linens is a side job.

Her main job is at Kidstop Children's Boutique.



“They really helped me get started,” lola said.

She said, “It’s online only for now, but I do a few pop-ups at events in the area.”

lola said, “I go to market twice a year. I buy clothes that I keep in my house until I sell them. I hand deliver to people in town.”

The farthest away that she’s sold anything so far is Kansas City.

“But I can tell where people are who visit my site and I’ve had people looking from several other countries,” lola said.

She said, “I’d love to have a brick and mortar store someday. My next step though would be a bus and eventually brick-and-mortar. I’m slowly growing my way there.”

Owensboro saw its first retail bus a decade ago when Teresa Kalil opened Curb Apparel in a 1979 Airstream trailer in the parking lot at Veterans Boulevard and Allen Street.

lola said, “I loved what I was doing at JC Penny. I couldn’t understand why some people found it hard.”

She said she thought about going to nursing school, “but retail is where I really wanted to be.”

lola said, “It’s all women’s clothing for now. Women’s fashions are changing rapidly. So, I go to market twice a year to see what they’re going to be in the coming months.”

She said, “I feel blessed to live in Owensboro where people support local businesses. Jamie Johnson (center director for Kentucky Small Business Development Center in Owensboro) really helped me with the logistics of starting a business. And Kidstop helped me tremendously in getting it set up. And my family supported me.”

JC Penney, Macy's and Sears have all closed in past 10 years, opening up the local market to more boutiques.

On her website — [barelinensboutique.com](http://barelinensboutique.com) — Lola says, "I am the girl who loves to shop, but tends to only get to wear the clothing I bought if I am going somewhere nice or nicer than my everyday clothes. That's where Bare Linens Boutique comes into play."

She added, "Here at Bare Linens we strive to have the perfect clothing for your everyday wear. We want to be the outfit that you grab to run to the store and to go to dinner. We want you to reach for this outfit or wish it was clean from where you have already worn it this week. Casual, comfort, everyday wear that you feel confident in."

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