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Business encourages women to feel 'rare, yet mighty'

By Seth Dukes Messenger-Inquirer 7 hrs ago

Photo by Seth Dukes, Messenger-Inquirer

Tiffany Webster, owner of Persimmons in Beaver Dam, organizes her inventory at the storefront. Webster aims to make shopping for clothes both an affordable and empowering experience for women.

Tiffany Webster opened Persimmons in Beaver Dam in May to not only make shopping for clothes and accessories easier for residents, but to also help empower women.

Webster, who is originally from Caldwell County, moved to Ohio County about four years ago when her husband needed to relocate for work.

"It didn't take us long to feel like it was home," said Webster. "Now, we are anxious to stay."

Retail has always been a passion for Webster. She started working in retail at age 16, and went on to attend Western Kentucky University to study business.

"I really wasn't sure what I wanted to do with that," said Webster, "so I tried a few different avenues, but I knew that a small town was more of my cup of tea. I loved that one-on-one interaction. Just working with the public in a small town is so much more enjoyable for me than it is in a larger town."

After graduating college, she moved back to Caldwell County to work for a gift shop, where she was a buyer and worked on their marketing.

"That gave me the confidence to open up my own store because I saw the ins and outs of a small business," said Webster.

She said that after driving around the Ohio County area, she noticed there weren't many stores to purchase clothes for a wedding, a night out or just in general.

"That's when I decided that I would give it a shot and see if it was worth doing or not," said Webster. "Since then, it has been an amazing experience. It's way more than I ever expected."

The name Persimmons comes from a childhood memory of Webster's. She and her grandfather would go fishing on the family farm, and every time they would go, they would check the persimmon tree to see if the fruit was ready.

"We would take a bite, and if it's not ready, then it's really bitter tasting," said Webster. "If it's ready, it's really sweet."

Her slogan of "Rare, yet mighty" reflects how Webster hopes to make her customers feel when they visit her store.



"I want to empower women so that, whenever they do come into the shop, they feel a sense of worthiness and they feel something is rare, yet mighty about themselves," said Webster.

Webster says that she hopes to give any woman that comes into the store something to feel positive about.

"I feel like women are so hard on themselves," said Webster. "We beat ourselves up every day, especially in the dressing room. So, watching a woman find something that she feels beautiful in or finding a part of her body that she's finally feeling confident in for the first time in her life, that's so rewarding."

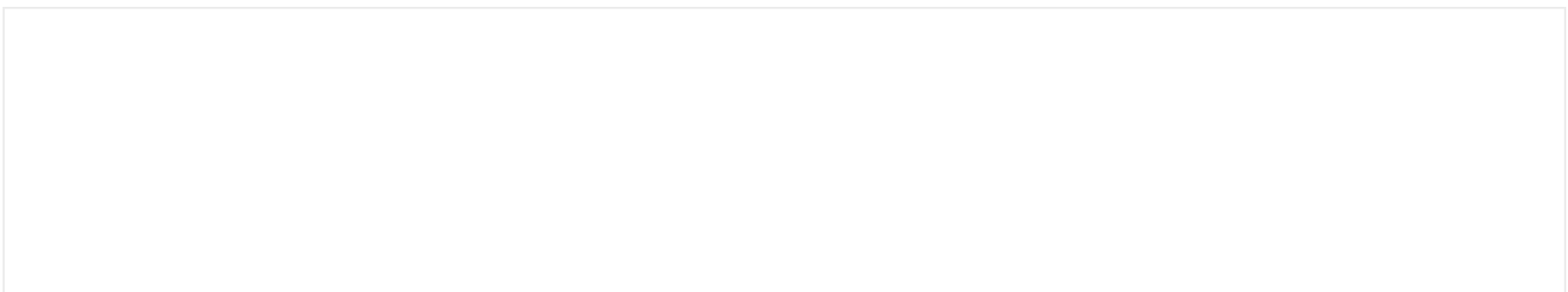
Webster says that she plans on staying in the Beaver Dam area, but hopes to expand both her physical store and her store's online presence in the future. She says that she has received overwhelming support from the local customers.

"It means the world to me when customers ask how the business is doing and are truly genuine about wanting the business to succeed and remain a part of the community," said Webster. "As a business owner, when your customers take on the care and concern of your business, it is truly the best feeling in the world."

Persimmons is at 1820 N. Main St. in Beaver Dam. For more information, call 270-363-1182 or visit the store's Facebook page.



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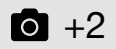


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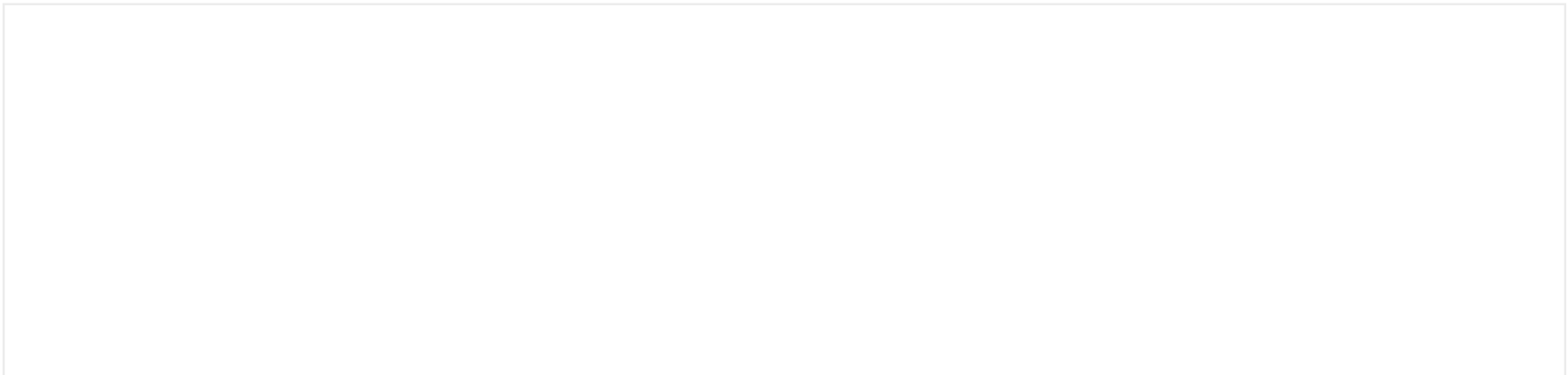
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