

Through Baby Highs To Baby Blues

NEVER LOSE SIGHT OF YOU!

Claire Barratt, award winning entrepreneur and founder of personalised character brand ClaireaBella shares her inspirational story of self-belief and success through motherhood and business.



No-one knows more than I do how rewarding it can be to follow your own dreams while enjoying the wonderful experience of motherhood. Before I started ClaireaBella I was already a mother of five. I never imagined that I would go on to build an award winning business. It all started with a single jute bag that I designed for myself. When I took it in to work I immediately found people asking me to design ones for them, and it just skyrocketed from there.

The first bag I made was just a way to represent the way that I wished I could look. Having five children, a job and everything else I couldn't always look the way I wanted – it was never feasible for me to have the big hair and the big eyelashes all the time.

I had a caricature drawing from a holiday in Paris and I loved the way the eyelashes looked on it. I drew my own version of the image based around those eyes and the way I wanted to look. That's what ClaireaBella's all about: making people feel good about themselves.

I had my first child at age 19. He was the first baby I'd held, that's how inexperienced I was. I had to learn everything very quickly, but I soon discovered the importance of remembering that I was still me. I had to be confident in doing what was best for me and know that as long as I was content and happy, baby would be too! I apply these lessons to my brand as well. ClaireaBella is more than simply characters – it empowers people and reminds them that they are unique and beautiful, especially on those days when it feels like that image couldn't be further from the truth.

My aim when I started was just to do something for my family. Every little bit of money I made went in to one money box so I could save enough to take my children on holiday. As the brand grew I found myself working from my kitchen table at night, while still working a 26 hour week with the police and looking after five children and five dogs. And it was a struggle. But I never lost sight of who I was, what I could do and – most importantly – who I was doing it for. And from all that we created a brand, and that brand created its own family that's growing every day.

Claire Barratt x

ClaireaBella exclusively available at toxicfox.co.uk



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