

Passion stems from Madisonville Kentucky where Catrena Bowman discovered her love for fashion. As a young girl excitement grew as it was time for outfits and accessories and this excitement never dulled as time went on.

Bowman attended University of Kentucky where she participated in fashion workshops, fashion training and modeling.

As Bowman moved on in life she said she always wanted, “women to feel inspired.” This want fueled her to create a local radio show called Inspired Fashion where her and other women talked about not only fashion but women’s empowerment as well.

Alongside the radio, Bowman worked in a nonprofit organization which brought her to Cincinnati as she was offered the position of CEO.

Shortly after moving to the Cincinnati area, the pandemic hit society. As the pandemic made most of us gain a different perspective on life, Bowman realized she needed to focus her time on her passion because time was now more limited than ever before. This was the inspiration for the opening of her boutique, Inspired Fashion.

Opening a boutique was a dream Bowman always had and when she started to put in the work to reach her dreams she was able to achieve them.

Inspired Fashion started as an online boutique and after about a year of being solely online the boutique found a home on Madison Ave. in Covington Kentucky. For nearly three years now Inspired Fashion has been a safe space for women to, as Bowman said, “come and feel valued and appreciated.” It is a space for women to remember just how awesome they really are.

With the tag line, ‘when you look good you feel good’ being one of the main inspirations behind this boutique, women can enter with the confidence that they will leave not only looking their best but feeling like it too.

Bowman said that, “representation matters” and being in the heart of Covington, Kentucky where all of the surrounding counties have a black population of only nine percent, it was important for Bowman to create a space where black women can feel represented and seen. This is extremely vital for the younger generation because having this representation gives young girls a role model or someone to look up to.

As important as representation is, it is not always found in the daily magazines. This is why having a space where women of color, specifically, can feel seen and beautiful is truly needed. Bowman touches on this when she said, “you don’t have to try to compromise your hair or your skin tone, any of those things, you’re beautiful as you are. The young girls and women have to see it.”

Whether you are a size zero or size twenty six, there is a piece of trendy fashion for you at Inspired fashion. With this being said, this boutique focuses more on shape and not on size. Bowman's boutique helps women understand the shape of their body so they are able to choose clothes that accentuate the best parts of themselves.

When stepping foot in this store one can find a variety of colors and patterns which are unique from anything found in your everyday fashion stores. The experience found here at Inspired fashion is specific to each individual and what they need so that they can gain knowledge on fashion that can be used anywhere in their life.

The quality of the pieces sold at Inspired Fashion is top notch. Bowman said, "we really do pride ourselves on having good quality pieces that will last." The prices of each garment reflect the quality but are still reasonably affordable.

Looking at a demographic for women over forty, Inspired Fashion highlights women of this age. Bowman acknowledges the way bodies change as time goes on and encourages women in this demographic to not limit themselves to options of what they can and cannot wear based on what society says is acceptable. It is all about finding what looks best on you, just as it is for women of any age.

Bowman stresses the importance of working with other black owned companies. The jewelry, makeup, men's line and the oil products sold at Inspired Fashion are all from local black owned businesses. Showing support for other businesses is a core value for Bowman as creating these connections and growing together is important and needed.

The future for inspired fashion holds much growth. Bowman's goal is to have a chain of stores around the area. Alongside adding some additional store fronts, having some more workshops for women to come together, to grow together, is another aspect that Inspired Fashion aspires to do.