

Mica Byrd

Rising Business Owner and Family Woman

BY SAMELIA BANKOLE
Photos by
Will Pugh, Digital Pursuit LLC

Mica Byrd, a resident of Windsong Plantation is also the owner of BYRDs Couture Boutique, a boutique that offers fashionable outfits for women in the Stockbridge community. This Windsong resident has a passion for style and beauty. One of the reasons she moved to Windsong Plantation was the terrain and landscaping of the community. Mica Byrd also loves the tranquility the subdivision provides.

"I like the fact that Windsong Plantation is peaceful and quiet," says Mica Byrd.

Byrd is a Georgia native. "I was born and raised in Atlanta, Georgia. Most people always ask, are you a Grady or Georgia Baptist baby? And, I am a GRADY baby all day! I grew up on the southwest side of Atlanta, GA in an area called Allen Temple," says Mica Byrd.

She attended the illustrious Frederick Douglass High School and later attended Spelman College. Next was Strayer University where she earned a master's degree in Taxation.

Byrd began her business, BYRDs Couture Boutique in 2013 with a location in Fayetteville, GA. One of the main reasons why Byrd wanted to open a fashion boutique was that she wanted women in her community to have a place where they could purchase outfits best suited for them.

"She's that woman that is stylish, classy, and professional and what

she wears explains who she is without saying much," says Mica Byrd of the ideal woman for her boutique.

With the start of BYRDs Couture Boutique in Fayetteville, GA, Byrd realized there was a significant need for niche fashions for the everyday woman.

"I was just impressed by the number of sales and the complements I got from customers who were excited about the styles they were seeing," says Mica Byrd of her first day in the business. "It seemed like they were looking for fashions that were out of the box, yet trendy and classy."

This convinced Byrd that there was a need for the styles that her boutique was offering. What makes her boutique different is that each customer gets their own set of outfits that are completely unique. "BCB only carries at the maximum 4 pieces per style and once those are sold we do not reorder because we understand that every woman wants her unique look and style within her community," says Mica Byrd.

This year, she has moved her business to Eagles Landing where she can provide a gorgeous array of fashions for women. From Tuesday to Saturday, Mica Byrd will be at her boutique in Eagles Landing helping her customers choose styles.

Styling appointments are available at the boutique for women who prefer a private setting to discuss the styles they are looking for. These appointments usually occur

before and after business hours. What Byrd enjoys most about her job is seeing women wear fashions that build up their confidence.

"I love to see women exhibit confidence. From what I have seen in life, how you look on the outside affects how you feel on the inside. When women are happy with the way they look, it makes them feel good about themselves," says Mica Byrd.

Byrd's favorite designers include Coco Chanel, Diane von Furstenberg and Amanda Uprichard, a local designer. Mica Byrd gets her inspiration from designers whose fashions highlight the beauty and confidence of the women wearing them. Her favorite quote is from Coco Chanel, "Dress shabbily and they remember the dress. Dress impeccably and they remember the woman."

Byrd enjoys the daily grain of her job and sometimes the funny moments that emerge. She had several funny times when she was still in Fayetteville when the internet service wasn't working in her shop.

"I had to improvise without alarming the customers of the issue, while trying to get it resolved on the phone with the provider. Improvising has become my new best friend, even taught me some very valuable lessons about being a business owner. It is most often better to laugh out loud versus having a breakdown," says Mica Byrd.

When Byrd is not running her business, she enjoys spending time with her family

especially on weekends. She has three children, Kendra, 27, Kayla, 25, and Kamaron, 23 and two grandchildren, Richard, 5 and Madysen Kay, 3. Another member of her family is her dog, Oscar.

"My prize is Oscar Byrd. He is my 9 yr. old Yorkshire terrier that loves me dearly. Oscar is the sweetest dog I know," says Mica Byrd.

In terms of community involvement, Byrd has been a part of outreach projects with Hosea Feed the Homeless and other non-profits. She is also an active participant on the budget committee for Windsong Plantation.

Byrd is an avid reader who can read multiple books at a time. She particularly enjoys reading fashion and business books. Walking around her subdivision is another favorite activity for Byrd who describes herself as an outdoors person. As Mica Byrd is about to turn a new chapter in her life, she hopes her business will have an impact in Eagles Landing.

"I hope to build a long-standing relationship with the community and continue to provide inspiring styles for women," Mica says.

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