



## **BUSINESS SPOTLIGHT – The White Feather**

The White Feather, a unique boutique offering fashionable women’s clothing and more, continues to add to its own success story.

“Our online store is starting to take off and it is incredibly rewarding to see who all have found us from across the country,” says Ashley Feathers, owner.

The business specializes in trendy, casual, attractive and comfortable attire for women that’s ideal for small town Oklahoma ... or any small town!

“We strive to be your go-to boutique that offers a southern style with a trendy flair as well meet your school spirit and game day needs.”

Both the store at 109 W. Paul Ave. and the online store are full of merchandise for a wide age range: tops, bottoms, dresses, jump suits, outerwear, shoes and accessories. The website’s photos are a great example of all that’s offered and the store ships all over the U.S. Orders over \$20 are shipped for free.

“My advice to people shopping in my store is that age is just a number. Wear what you want, wear what makes you feel good and confident. Fashion is fun and allows you to express yourself. Don’t be afraid to test your limits.”

The store also sells babies and kids clothes, gifts, jewelry and home décor, but Ashley's favorite part of serving customers is the personal service of helping a customer select clothing that truly complements the wearer. Her buying trips to Dallas and Las Vegas help her stay well informed and that pays off for her loyal customers.

"I have a huge passion for styling and I enjoy when customers come in and let me help put something together for them," she says.

For her commitment to Pauls Valley and for her hard work to bring fashionable clothing and more to our town, Ashley's store is the September 2024 recipient of the Chamber's Business Spotlight recognition.

Ashley was born and raised in Pauls Valley, and so when the time was right, she returned here. Graduating from Pauls Valley High School in 2005 and from East Central University in 2010 with a degree in fashion merchandising and a minor in business.

Fresh out of college, she pursued a career in visual merchandising, eventually becoming a manager. As her thoughts turned to starting a family, she returned to Pauls Valley and slowly made her dream of owning her own store come true.

She started The White Feather eight years ago and has been a member of the Chamber from the start. After three years of operation, the store relocated to its current larger building to accommodate growth.

The unique store name The White Feather holds special meaning for Ashley.

"I knew when I was picking a name that I wanted to honor my family. With my maiden name being Whitefield and my married name being Feathers, it didn't take long to put the two together."

For more on The White Feather, visit [ShopTheWhiteFeather.com](http://ShopTheWhiteFeather.com), call 405-331-3050 or find the store on Facebook.

###