

OVER £100 WITH THIS ISSUE*

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MARCH 2011 £3.70

Spring FASHION RENDS

It's right for you
to buy
more to shop
the latest
bags!

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YEARS
OFF
Invent
r make-up
the right
urs the
way

THE JOY OF
OOKING
t, slow... and
o tempting!

OUR REAL passions

Family, friends, simple pleasures
and a romantic night away!

REAL ME

HELEN MIRREN
on dressing up, diamonds & darning her husband's socks!

REAL-LIFE LOVE

Fun, hard work,
unconditional
*The new take on
happy ever after!*

FEEL GOOD YOU

20 moments of TLC
12 eat-smart secrets

Overweight,
overcommitted
& overstressed?

ARE YOUR
EMOTIONS
RUNNING YOU?

w&h
SMART DEALS
SAVE OVER
£100!
FASHION,
BEAUTY,
EATING OUT
& TRAVEL*
*SEE PAGE 133 FOR DETAILS



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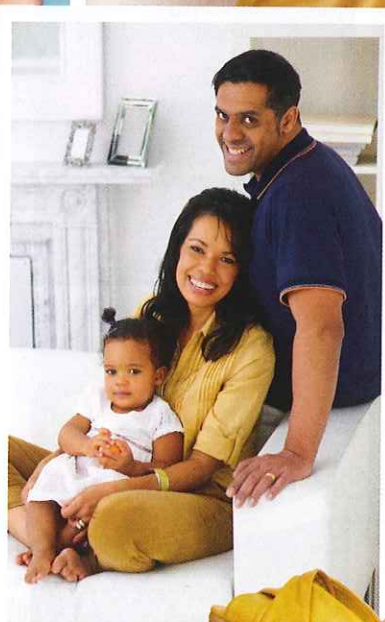


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SAVE OVER £100 WITH THIS ISSUE!

women's home

Spring FASHION TRENDS

HELEN MIRREN

REAL-LIFE LOVE

FEEL GOOD YOU

YOUR REAL passions

HELEN MIRREN Photograph by Jack Guy. Hair & make-up by Stefano Antoniazzi. Styling by Rachel Fanconi. Assisted by Veronica Garrote, Cashmere Jersey, Belinda Robertson; skirt, Eavis & Brown; Jewellery, Chopard

ON THE COVER

Feel Good You

Women who've changed their diets to cope with ailments and have eaten themselves better. See page 116

EAT YOURSELF WELL

HEALTHY DISHES, COOKIES, BREADS AND MORE! These women rethink their diets, and the result is a set of inspirational healthy tips and recipe books

"After I survived a rare and usually fatal heart condition, I resolved to only eat what could help me be well"

SALLY'S FOOD PHILOSOPHY



"I love vintage-style clothes and now I have two shops selling them!"

"No one seemed to be selling modern Islamic art, so I decided I would"

"Launching my biscuit business was a perfect way to bake for a living"

"I call my shop Home Sweet Home because it's full of the things I love"

&h NEW DIRECTIONS

We turned our passions into a biz!

From big turnovers to small beginnings, our women tell Sian Lewis about the financial and personal rewards that have come from doing what they love

“Leaving my job to work with art was a gamble that paid off”

REEDAH EL-SAIE, 39, lives in London with her managing director husband and three young children.

THE IDEA For years, I'd worked in high-pressure management consultancies, but I wanted do something I was passionate about, so I enrolled on a diploma in fine art and design at Chelsea Art College in 2004. I was drawn to modern Islamic art and nobody seemed to be selling that. I decided I would.

WHAT HAPPENED NEXT I had built up quite a personal collection, so in 2007, when I sold some of this to a collector, I used the £2,500 I made to fund a website and start selling online as the Mica Gallery. Then I got my big break. A London interior design company working on a hotel in Abu Dhabi found me online and approached me to source art for the hotel. I learnt so much on that first contract! We were then asked to source art for more clients and organise pop-up exhibitions for various corporations.

At first, I ran the business from my spare room, but then persuaded the landlord of a vacant shop to let me have the space to use as a gallery, for free.

WHERE I AM NOW I shifted the business focus when I was pregnant with our third child and moved to an office. We've produced an exhibition for Prince Charles' charity, Mosaic,

and another in Somerset House for a member of the Malaysian royal family. I'm also the agent for a small group of young artists. I have three part-time staff and pay myself £1,000 to £2,000 a month.

THE FUTURE I'm running a nationwide art competition for young people, developing a furnishing range, and I have an art book coming out.

BIGGEST CHALLENGE Juggling ambitious plans with making sure costs are covered.

GREATEST ACHIEVEMENT Nurturing young talent: it's rewarding to help launch someone's career.

BOOST YOUR EARNINGS Don't be afraid of the recession. Instead, look for the opportunities.



“Selling cakes was a dream, and now Marco Pierre White's a customer!”

JULIET STALLWOOD, 43, lives in Semley, Dorset, with her husband, a systems manager, and two sons, aged 13 and 11.

THE IDEA I've always loved baking, but never imagined I could charge for my cakes. Then an article on iced biscuits opened my eyes. I'd been a graphic designer, so this seemed a perfect way to release my arty side and bake for a living.

WHAT HAPPENED NEXT In November 2009, I spent £150 on equipment, then spent a couple of months testing recipes. I took a stall at a Christmas fair, called myself Juliet Stallwood Cakes & Biscuits, designed a logo and packaged my biscuits in beautiful gift boxes. I sold everything I'd made. Beauty guru Liz Earle and the head of corporate PR for P&O live in the next village. They tasted my biscuits, then commissioned some for events. Things grew from there. My brother, also a graphic designer, helped build a website.

WHERE I AM NOW I'm still working from my kitchen. I registered with the Environmental Health, which checked my work space. I work all hours, but I love what I do. I haven't taken a salary yet, as I've reinvested every penny, but luckily, my husband is happy to cover the mortgage for the time being.

THE FUTURE I still pack the biscuits myself, but I'm hoping to move into bigger premises and take on an assistant. I plan to approach Selfridges about stocking my products.

BIGGEST CHALLENGE Lack of time. Days fly by and I often find the only food in the house is cake or biscuits.

GREATEST ACHIEVEMENT Baking for Marco Pierre White.

BOOST YOUR EARNINGS Find a wholesale supplier for ingredients to save money. **w&h**

BUSINESS IN FIGURES

LAUNCHED 2009

START-UP £200

CURRENT TURNOVER £12,000

CURRENT PROFIT

Expecting profit by summer.

*julietstallwoodcakes
andbiscuits.co.uk*