

Fashioning Success with Betsy Wendell

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By Linda S. Ostovitz

In this episode of *Real Talk, Real Growth*, host Linda Ostovitz welcomes Betsy Wendell, owner of Octavia Boutique in Baltimore. They discuss the history of the boutique, its reputation for unique and special fashions, and Betsy's personal journey in managing the store through challenging times like COVID-19 and reconstruction. Betsy shares her insights on customer loyalty, community engagement, and the boutique's unique marketing strategies. They also touch on Betsy's plans for potential future expansion and her involvement in local events such as the Pretty in Pink fashion show.

For more information, visit Octavia Boutique on Cross Keys website at <https://www.crosskeysbaltimore.com/tenant/octavia/>.

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