



# Andr  anne Dandeneau

Anne Mulaire

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MULAIRE

## What products or services do you offer?

We offer eco-friendly women’s clothing (inclusive sizes from XS-6X), made here in Winnipeg. We also offer alterations on all of our garments.

## What has been your path to entrepreneurship?

After my second year of university in Montreal, when I returned to Winnipeg for the summer, I participated in the   t   en Affaires program run by the CDEM. I rented a booth with my cousin, who sold her jewelry while I sold my clothing. I sold about 90% of my creations at this festival. That’s the moment when my taste for entrepreneurship really started.

## The proudest moment of your entrepreneurial career?

This is a very difficult question to answer because, for me, being able to experience each year and see my company grow is what I am most proud of.

## What tool do you use the most in your work?

My Frixion pen! It’s a pen that erases. I use it for everything, even to create my patterns.

## What is your biggest fear and how do you deal with this fear?

The fear of not succeeding is often there. I often take calculated risks, taking small steps at a time. That’s how I deal with my fears.

## What is the most important lesson that you have learned in your entrepreneurial career?

The importance of building a support system, either with your family or with people whom you respect and who respect you. It was very important for me to have that support through the ups and downs of my career. And it is still important to me today.

## What is your opinion on the future of entrepreneurship?

Entrepreneurship has to grow! I believe that democratic societies like ours always need entrepreneurs to move the economy forward and to meet the needs of society.

## How do you make sure that you reach your goals?

I use the EOS system (entrepreneurial operating system), so I have two meetings a week with my team and we decide our goals for sales, marketing, new projects, and design.

## Something that people don’t know or know little about you?

When I take baths, which is a time of rest and relaxation for me, that is when I get a lot of my inspiration and ideas for my designs.

Entrepreneurial Spotlight

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