



Marie-Cécile Alvarez

ArtMCreations

What products or services do you offer?

I make acrylic paintings with inspiring and motivating quotes in French and English, and jewelry with new or second-hand materials that make them unique creations. I also prepare custom orders.

What was your path toward entrepreneurship?

I've always liked to create things out of everything. At first, my creations were for my family and friends, then in 2018, a friend asked me why I wasn't selling my creations. The idea was put in my head, but I was afraid to go for it. In June 2019, I opened an account on Etsy and took part in my first craft market at Fort Gibraltar in Winnipeg. I haven't stopped since!

What tool do you use the most in your work?

My hands.

What is your opinion on the future of entrepreneurship?

I think there will always be a future, but a good way to make it more functional is online. The pandemic has really taught us that.

How do you find new ideas for your work?

Pinterest is my Bible and tutorials on YouTube help me to hone my creative possibilities. I also do a lot of research on the Internet and in thrift stores to find materials I would like to work with. Finally, seasonal events (Valentine's Day, Easter, etc...) help me target specific clients.

How did you get the idea to start your business?

Painting, creating, transforming, giving a second life — that's what I love to do. I'm always tinkering with something or thinking about creating something unique. No duplicates. Sharing my creations with people was the real trigger.

What is the biggest challenge you are facing in regard to entrepreneurship?

The pandemic is a challenge for non-essential handmade crafts. Seeing jewelry or a painting in person doesn't feel the same as seeing it on a screen.

How do you make sure that you reach your goals?

My main goal is to enjoy what I do. I invest my own money, so I know exactly what the limits are. When I do craft markets, I study the time period and the needs of the clients, which allows me to focus on a few specific projects.

What is the most important lesson you've learned in your entrepreneurial journey?

It's great to have an idea, but making it come true as best as possible in real life is something else. It's important to know where to go to get the right information and to surround yourself with people you can trust and who can advise you.