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## 'BeYouTiful' store opens in FR

Mary Freda, Reporter

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FORT RECOVERY — Five years ago, Jenni Smith had an itch to open a store. But, at the time, she didn't know what it would be. Nearly two years after beginning to personalize clothing with vinyl and a Cricut machine, Jenni was ready to expand.

BeYouTiful You Boutique, 127 N. Wayne St., started as a way for Jenni to personalize her children's clothing, but shortly after expanded to include custom clothing for bachelorette parties, sorority reunions and school athletics.

Then, an opportunity presented itself.

A storefront became vacant behind LifeStyles Beauty. So, Jenni, along with her husband Tim, three children, father and family friends rallied together to get the store open before the holidays.

"It's just been so exciting to watch this," Tim said. "It's been something Jenni's wanted to do for a long time, so it's really fun to see it grow and really come to fruition. She's worked really hard at it. (I'm) really proud of her."

Jenni has been at the store every day since it opened a week and a half ago.

"So far I've been received great. I've had great support from the community. It's been busy every day I've been up here, and it's actually nice having a place and being out of the house that I can just talk to people," Jenni said. "Even if they're not in here to buy something, just (to) be able to touch people's lives and talk to them has been awesome."

The boutique carries some adult clothing, however, it is geared toward kids, including its name.

"I always encourage kids — I worked in the schools with occupational therapy, so I worked with special needs — and I always want kids just to be themselves," Jenni said. "That's how we came up with Be You, Be YouTiFuL, is just be your unique self. You don't have to fit in with others, just be true to who you are."

"I see each kid has unique qualities that others don't have, so I always tell them: God has big plans for you. Use what God is going to use you for. God know what he's doing, he made you just who you are. So I always want to encourage them just to be who God made them."

In addition to customizing T-shirts (in children's size 4 through adult large), Jenni creates custom designs for bows, mugs, pajamas, tumblers, boats, golf carts, campers and even wedding decals. If customers don't have a design in mind, Jenni has designs to choose from, including athletics logos for area teams.

"They can come in and ask for whatever, and then I work up a design for them," Jenni said. "Then I send them a proof. Once they approve the proof, then we get the shirt made — it's about a two-week



After moving back to Fort Recovery a decade ago, Jenni Smith, owner of BeYouTiful You Boutique, was an occupational therapist who worked with children with disabilities. That work inspired the name of the business. "That's how we came up with Be You, Be YouTiFuL, is just be your unique self," said Smith. "You don't have to fit in with others, just be true to who you are. I see each kid has unique qualities that others don't have." The store opened earlier this month in the space behind LifeStyles Beauty. (The Commercial Review/Mary Freda)

turnaround from when they order to when the shirts in their hands.”

BeYouTiful Boutique is open 10 a.m. to 5 p.m. Tuesday through Friday and Saturday from 9 a.m. to 1 p.m.

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