

ENTERPRISING WOMEN

914 INC. November 2011



Westchester County's Most Accomplished Women Entrepreneurs

Meet 28 of the county's most successful, most innovative, most respected business women.



A Model Idea

Daniele Churchill and Lori Land

Co-Founders, Churchills of Mount Kisco

Friends and fashionistas Daniele Churchill and Lori Land were dismayed by how little haute couture there was in Westchester—especially in the northern part of the county, where they both reside. Land was a model. “Clothing and the love of fashion have always been in my blood,” she says. As for Churchill: “My mother was from Paris and a top model back in the day. She was very stylish and chic, so I was exposed to beautiful clothes.”

Twelve years ago, Churchill began scouting locations for a fashion store for both women and men that would offer clothes Westchester residents normally had to go to the City for, but a cancer diagnosis, followed by a divorce, sidelined her plans until she recovered from both. “I decided at that point that I was ready,” says Churchill, who invited Land, whom she met while Land was working in another retail store, to become her business partner. The two decided to name the store after a famous relative of Daniele’s (yes, that Churchill); the store opened in July 2009. “We opened during the worst financial time our country has seen in decades,” Land notes. “But we knew we would win.”

The duo manages a staff of five. “Lori handles the majority of the buying, and I deal with all business aspects of the store,” Churchill says. Adds Land, “We set ourselves apart by offering designer brands that are not easily found in department stores or on the Internet. We carry accessories lines like Ronald Pineau from Paris, which produces all of its goods in the Hermès factory; Georgio Brato from Italy, which has the finest leather goods on the planet; and Harry’s of London handmade shoes for men, which Saudi princes wear for travel comfort.

“Right now, our business is sixty-percent women’s and forty-percent men’s,” she continues. “We hope to start our private label and e-commerce website next year.”

—RS

TEXT BY BEN BRODY, CAROL CAFFIN, NANCY L. CLAUS, MARISA LASCALA,
ROBERT SCHORK, JOHN BRUNO TURIANO, AND LAURIE YARNELL PUBLISHED
NOVEMBER 8, 2011 AT 02:28 PM

Photography by Toshi Tasaki

Makeup & Hair by Paulo's Atelier Salon: Cindy Payne (makeup), Sandra Sigvenza and Harmonie Josephs (hair)