

women in business



Kaleidoscope employees Emily Haglund, Megan Bingham and Lindsay Conley

Kim Conley · Kaleidoscope Boutique

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Ask Utah Valley-ites in the know where one can find a unique dress or that perfect housewarming gift and the answer is more often than not, "Kaleidoscope!" This fanciful shopping destination is the brainchild of local mother and artist, Kim Conley.

Three years ago, Kim and her family moved to Utah from southern California. She found herself in a new community with children nearly grown, and she decided that after years of helping her kidlets pursue their dreams, it was time to pursue one of her own.

With the help of her daughters, Kim began to define her vision of a store that would meet the needs of

a kaleidoscope of women. After just six months of research, fashion shows and lots of learning, Kaleidoscope opened March 31, 2007, in the Shops at Riverwoods in Provo. Since then the boutique has acquired a reputation for friendly service, local art and a selection of designers that can't be found anywhere else in Utah.

Kaleidoscope has a purpose that reaches beyond the season's "it" color.

"Really, when I opened this place I wanted to create something that paid tribute to the many different roles embodied by the women of Utah Valley," Kim says. "The wonderful thing about this state is women have found a way to be mothers, artists and business

women all at the same time."

Kim's commitment to the eclectic can be seen in Betsey Johnson dresses displayed next to handmade organic silhouettes and in the different types of women who call the store "my favorite!"

business tip

BE ORIGINAL

Look for what you love, rather than looking for trends. This will help make you and your store an original.