

# Bhawana Clark business began in humble manner

## Now selling jewelry across Western Canada

BY MARIO TONEGUZZI, CALGARY HERALD    APRIL 27, 2013

Presented By:



Bhawana Clark has set up a store in Inglewood selling jewelry she designs as well as designer clothes and accessories.

**Photograph by:** Lorraine Hjalte, Calgary Herald

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CALGARY — Bhawana Clark started her jewelry design business in humble beginnings — from her home.

Today, her products are sold across Western Canada and she has opened a store in Inglewood which employs five people.

“This started for me as a livelihood because I split up with my husband and I wanted to work out of my home in order to raise my son. So this was something I guess I needed to do but then I discovered it has healing properties which made me happy,” says Clark, who specializes in sterling silver creations with semi-precious stones.

"I started out of my home but my business expanded all over Western Canada from Victoria to Winnipeg. So I started out with very, very humble beginnings. I had no money. I started out with a \$5,000 loan and built my way up. No money to having some money."

She ventured into a new store operation, opening her 1,500-square-foot storefront on March 1 in Inglewood because of its central location and the fact it's an up-and-coming neighbourhood.

"The big thing that's important for me is stones have healing properties and healing energies. That was a really, really big factor in the reason I started to do the sterling silver jewelry with the semi-precious stones because I always wanted to do healing work," says Clark, in her store, with the following saying written on a wall behind her: What we achieve inwardly will change our outer reality.

Each of the change rooms in the store reflect that philosophy with their own names: Beauty Queen, Angel of Light, Graceful Beauty, and Wise Spirit.

There is a wide range of jewelry from rings to earrings to necklaces to bracelets. Prices range from \$18 to \$600.

"The reason I have that price point is I want everybody to feel comfortable that they can walk in and find something that will be appealing to them. I wanted everyone to be able to come and shop and feel comfortable," she says.

There is also a wide range of clothing and accessories with apparel ranging in price from \$65 to \$400.

"All of my clothing is designer. A lot of European lines. A lot of clothes from Italy. For me it doesn't really matter where the clothes are from as long as they're beautiful," adds Clark.

"What I want to portray is to allow women to feel beautiful on the outside and also to allow them to feel beautiful on the inside. I think that is really important because beauty is not only without but also within. I want them to feel confident and comfortable when they walk in that we are going to take care of them and show them what looks good on them and make them feel good when they walk out."

Opening a store just seemed like a natural progression in her business career.

"It wasn't something that I always wanted to do but it's just something that happened. One thing after another. I think life is just that way," she says. "You plan on something that you really, really desire to do but it doesn't always come to pass. Things just happen for a reason I'm sure. To evolve you. To grow you as a human spirit. I think this is just part of my growth.

"And the big thing that I learned from this is I've always wanted to do healing work but I discovered no matter what you do you're always doing healing work and I think that as a society we need to recognize that. Each one of us is an integral part of this world and we do heal every single day by what it is that we do and how we contribute to this world."

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Bhawana Clark Inc.

Description: Designer and retailer of jewelry. Also retailer of designer clothing and accessories

Owner: Bhawana Clark

Established: 9 years ago

Store location: 1222 9th Ave. S.E.

Employees: 5

Phone: 403-719-6697

Website: [www.bhawanaclark.com](http://www.bhawanaclark.com)

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