

# businessSpotlight

## Cool Clothes For 'Tiny Through Teens'

By Leni Reiss

**Name:** Lila Metcalf

**Business:** Urban Kidz, formerly Just Kidz (owner Metcalf explains the name change as follows: "I realized it was misleading. We're just not a baby boutique. We go from tiny to tweens. The new name sends the message that our merchandise is cool, modern and 'with it.'")

**Location:** 7000 East Shea, Suite 1360 in Scottsdale.

**Nature of business/services offered:** This started as a home-based venture, Metcalf says, to bridge the gap between luxury boutiques and 'run of the mall' shops. She says she is filling a definite need, providing moderately priced, high quality, special occasion and day-to-day American-made and European couture for boys and girls – infants to age 14. "I kept on adding lines and as my client base grew I needed a larger venue."

### What background do you bring to the business?

Although Metcalf is a graduate of Northern Arizona University with a degree in communications, and has a background in technology sales, throughout her school years she "worked retail" and thrived on customer interaction. She says she "jumped in this venture" about a year ago, invested her life savings, and is having the time of her life.



### What about your business is unique?

Kids can live and play and get dirty in our merchandise without parents worrying about the high cost. Expensive stuff prevents kids from just being kids. I have gotten away from outfits and concentrate on mix

and match coordinates. It's just being practical. I offer clothing that makes sense for all seasons. I know that many tween-age girls have concerns about their bodies and I provide clothes for them that are stylish and age-appropriate.

### Tell us a bit about your family.

In corporate America I was working for someone else. Now it all is my call. My husband and I have a son and a daughter, ages four and seven. I can plan my day to spend time with them, but I am very thankful that there are grandparents who help out.

### What are your short term/long term goals?

Now I am concentrating on getting the word out about us. In the future I would like to have an online store and also to expand to other locations.

### Tell us about your community involvement.

As a business owner I believe strongly in supporting local causes and I donate to a gazillion charities.

### Just for fun, what books are you reading now?

In my rare spare time I enjoy medical murder mysteries and business-related books. One favorite is *E-Myth Revisited* about small businesses.

For more information, call 480.483.6800. ■ TST