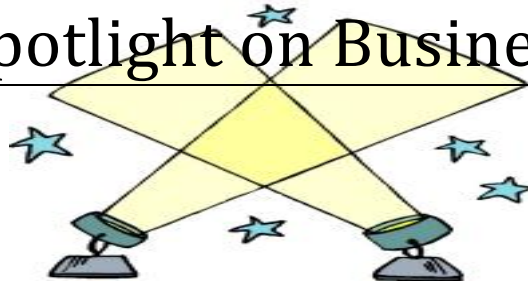


# Spotlight on Business



## Premier Diva

**Premier Diva** located at 725 Hampshire in the Historical Quincy business District opened for business May 1, 2009. Owner, **Gerilynn Malone** says Handbags are the Hot item. No two bags are alike and all are priced \$39 and under. A variety of gift items are available in the \$10 price range. **Premier Diva** also has a great variety of Premier Designs jewelry to choose from. If you need a “girly gift”, think Premier Diva.



**Why this industry?** I love the fashion industry and all women love accessories. Handbags and jewelry are my weakness as I am sure many can relate. I wanted an affordable product that would allow women to treat themselves more often. Large cities have the latest and the greatest so we market shop in the cities so we can offer the latest fashion styles here in the tri-states.

**Why Quincy?** I was born and raised in Quincy and my heart is truly in downtown. I think it is the locally owned and operated businesses that provide personal service and specialty products.

**Difference from your competitors?** The price and the service! I strive to keep costs low so you can find something nice on a limited budget. I also believe the focus should be on the customer rather than the profit. My customers are always excited to see what we have added and they always leave happy. Premier Diva customers have been able to treat themselves to something cute and fun at an affordable price. “Wants” are always more fun to purchase than “needs”.



**Biggest obstacle?** Turning over control to an employee...I feel like I need to be at the store all the time. I want to be there. I want to be the face that the customer sees. With the exception of my mother, Esther Morrison, I am usually the one working the business. I give thanks to my Mom for all the help she provides behind the scenes.

**Best business advice?** Service is always more important than the sale! It's what keeps them coming back!"

I started this business all on my own. I am proud to say I had a dream and saved to make it come true. **Premier Diva** was started without any loans, which makes me appreciate the steady growth. The blood, sweat and tears has all been worth it!



Gerilynn is married to Randy Malone, is the proud mother of 12 year old William and loves to ride her Harley. She also organized the local Quincy Quarter Madness to build awareness for Home Based businesses while benefitting a different local charity each month.