

Wedding bells inspire shop owner

Holly Yaskowsky, who turned 30 last week, well after the 10 Under 30 nomination deadline, claims she's not much of a risk taker.

Yet she gave up a reliable 9 to 5 job in MacArthur Center Mall's marketing department — where she had worked six years — to launch Blush, a bridal and formal-wear consignment store in Newport News. Her shop joins several other new stores opening in the trendy Port Warwick area. Yaskowsky and her husband bought the storefront and the apartment above.

Her marriage a year and a half ago inspired her to start the business. After the wedding, she sought a consignment store where she could sell her wedding dress. The nearest bridal consignment store she could find was a busy store in Maryland, she said.

The way Blush works: Yaskowsky writes a one-year contract with the consignor. If the dress sells, Yaskowsky keeps half of the amount the dress sold for. She also plans to sell prom dresses and other special occasion attire.

Yaskowsky is betting on the fact that women are looking for bargains, especially when they can tastefully be seen in these gowns only once.

"This was a huge risk for me," she said. "I decided if I don't do it now, I'm never going to do it." ■



Holly Yaskowsky, 30, is the owner of Blush, a bridal and formalwear consignment store in Newport News.