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Clothing Competitors Help Each Other In Tough Economy

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OMAHA, Neb. -- Two Omaha businesses that have found their own success in the clothing industry have combined their operations to better survive the economy.

Lori Stevens started her Spoiled Little Mama line when she couldn't find designer duds for her own daughter.

Coming from a family of seamstresses, Stevens opened up shop with a body of knowledge, ready to make her own.

She started with glitzy diapers and eventually moved up to dresses, capturing the interest of a White House PR firm that tapped her to create outfits for Barack Obama's daughters.

Stevens' business has flourished, with her wares being seen in showrooms across the country.

"The more buyers they attract in their showroom, the more widespread we become," Stevens said.

In addition to the White House gig, her bags were featured in People magazine.

Despite the success, the economy has taken a toll on the business, and Stevens was forced to downsize her work space.

Across Omaha, another clothing business that sells high-end clothing was digging in for the economic turbulence.

Belinda and Jake North began Sophia's Style five years ago in their basement. It's now a popular online retailer. They were in a position to help. They'll begin selling Steven's Spoiled Little Mama line.

"It does make it much easier where you can work on smaller scale, not taking as much capital, and you can do business face to face," said Jake North.

Owners of both companies said they're proud to be able to produce and sell clothing in Omaha and employ local workers.

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