



Technology Has One Clarksville Woman Sitting on Top of the World

Name:

Rosalee Women's Apparel

Internet:

www.rosaleewomensizeapparel.com

Products/Services:

Women's plus-sized fashions

Location:

Clarksville/Montgomery County

Leadership:

Rosalee Bellamy, Owner & Operator

Founded: 1999

Reach: International

Innovative Insight: *"I started to see the future of the personal computer and the World Wide Web. I knew with the Internet, I could reach the entire world with my fashions."*

The Impact of Broadband:

"Every country that the U.S. is allowed to ship to, I do business with. My goal has always been to run a global business...and that's exactly what the Internet has allowed me to do."

Countries Served by Rosalee Women's Apparel: The United States, Canada, the United Kingdom, Australia, the Arctic Circle, the Caribbean Islands, Mexico

Clarksville, TN - When approached by a Channel 4 news reporter for an interview after being presented with the Governor's Award for Trade Excellence on September 13, 2007, Rosalee Bellamy's response was, "Me? You want to interview *me*!?"

While Rosalee might have been hesitant to tell her story, her booming online business speaks for itself. The culmination of the Governor's Award – the first of its kind, given away to only three companies statewide that have achieved excellence in engaging in global trade – came nearly ten years after Rosalee turned a small mail order business into an internationally-recognized Internet clothing store for plus-sized women.

Rosalee started sewing at the age of 5, making doll clothes. By the time she was 11, she had moved on to making outfits for her mother and sister, who were both full-figured women, sparking her passion for creating clothes for women of size. After years of self-study and perfecting her skills, Rosalee opened her first plus-sized women's clothing store in Clarksville, Tennessee in the late 1980's. Unfortunately, with Clarksville being a military town, when Desert Storm heated up in 1992, many military families moved away from the town, causing Rosalee's business to suffer. It was then that she closed up shop and decided to open up her business to the world. She says, "I started to see the future of the personal computer and the World Wide Web. I knew with the Internet, I could reach the entire world with my fashions." And she certainly has.

In 1999, Rosalee started with an Ebay store, which grew into her own online store, www.rosaleewomensizeapparel.com, and ultimately, the addition of an Amazon.com store as well. In 2003, she saw a boost in her business when she was able to switch from dial-up to high-speed Internet service. "As soon as I was able to get high-speed Internet, I switched over," Rosalee says. "I was thrilled!" Today, she creates several unique lines each year and adds new items every 10 to 15 days. With customers in the U.S., Canada, the United Kingdom, Australia, the Arctic Circle, the Caribbean Islands, Mexico, and several other small countries, broadband access is necessary for her to be able to run her business successfully. "People want things *now*. They don't want to wait."

As for the future? Well, you could literally say Rosalee has the world at her fingertips. "Every country that the U.S. is allowed to ship to, I do business with," she says. "My goal has always been to run a global business...and that's exactly what the Internet has allowed me to do."

About TN 95:

Citizens across the state are using technology in innovative ways to ensure that Tennessee remains the place of choice to live, work and raise a family. Connected Tennessee is profiling businesses and Tennesseans in each of the state's 95 counties to identify lessons learned on the path to successful innovation. For more information visit our Web site at www.connectedtn.org or call 615-242-9508.