

THAT'S MY DREAM!!



Having a Dream is one thing - making it into a reality is another. Or is it?!

Gemma Holley of Four Oaks, Sutton Coldfield has done just that, with a great deal of determination and hard work she has transformed her passion,

hobby and dream-job into her everyday reality.

From her studio/ shop in Belwell Lane, Sutton Coldfield, Gemma is designing and creating beautiful hats and headpieces for every occasion. Starting out for just close friends and family, the demand grew leading Gemma into creating her own label Gemma Holley Millinery.

Gemma and her unique designs are helping to revive what some people see as a dying art. It was her final Exhibition at Loughborough University, a BA Honours Degree - 3D Design in Silversmithing and Jewellery that gained her a place of work experience with Stephen Jones Millinery, where she worked on pieces for John Galiano for Dior Fashion House, Paris Fashion week, and for Kylie Minogue's Show Girl Tour amongst others.

It was here where she fell in love with the industry and decided to further her skills by Studying Millinery at Kensington & Chelsea College in London, as well as working for various other Milliners such as Phillip Treacy, Edwina Ibbotson and Bailey Tomlin. Before Gemma embarked on her own label she worked as a Millinery Designer for an Accessories company that supplies to the High Street and it was whilst working here that she realised she wanted more and more of a challenge.

"What bigger challenge is there than the one of setting up your own business? I knew it wouldn't be easy, and the doubts that everybody had only gives me the strength and sheer determination to prove them wrong. I knew it would be such a huge risk and it wasn't something I took lightly but I knew there was something more inside of me and I had to give it a chance, and it's the best thing I've ever done.

I love everything there is about Millinery - the styles of hats and the artistic licence you can have with them especially when it comes to Ascot and the

Races. Also the designing and making process involved with creating a beautiful hat whether it's for my own collections or a bespoke piece for a customer.

It's such a great feeling when you've started with just a design or image in your head and you finish with an actual piece that you've made completely yourself, the hours you've spent on it, the patience and hard long nights are all worth it in the end.

More than that though it's actually seeing the eyes light up on my customers' face, the grin that starts to appear when they know they've found 'their' hat! It's amazing the confidence the right hat can bring to you and for that moment and the time that you wear your hat you feel wonderful and so confident that almost nothing else matters, that's what I love and makes me smile back and if I can bring that to all my customers then I know I'm doing my job right.

I can completely understand where Chanel was coming from when she said she wanted to take the 'woman out of the kitchen' and brighten up their day if only for a couple hours. That's what makes it all worthwhile, knowing somewhere along the line I've made a small difference, and touched the lives of others from my own passion, talent and dream."

Gemma Holley Millinery offers a number of services to help you with all your hat needs, including a Bespoke Service, Hats to Hire from a selected range, Hat Alterations and a complete Re - style on any of your old hats.



Even try out the art of hat making yourself with Gemma's Millinery classes, for any further enquiries or information you may need please contact Gemma on. M: 07967 224882 or email Info@gemmahollemillinery.com

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