

# Underwired

## Birds of a Feather

Claire Drury and Jennifer Lee became friends while working at a local boutique and often found themselves in conversation about what they would do if they had a store. "We've got the same sense of style... the same vision." notes Claire. Asked how they went from just talking about it to making it their reality, "We went to a meeting at the Small Business Association. On the way home, we took Frankfort Ave and saw the space. We pulled over and the developer just happened to be there. We knew it was now or never. It just felt right... like it was meant to be." They have 20 combined years of retail experience. Jennifer graduated with a degree in Fashion Merchandising and Claire with a degree in Integrated Strategic Communications. They will open their dream, The Peacock Boutique, on February 1st in the newly developed Lodge 820 space in Crescent Hill. Chicago-based architect Jeff Corney is executing the interior design of the space. Inspired by the glamorous 1950s photos of society photographer Slim Aarons, the space will welcome shoppers with a contemporary but cozy environment. The boutique will carry upscale, women's wear from fashion forward lines not carried elsewhere in Louisville. Jennifer feels their ultimate goal is to provide a personalized shopping experience. "We want to build relationships with our customers and to really help them with their personal style." Look for grand opening events in February, and check out their website which should be up mid-November at [shopthepeacock.com](http://shopthepeacock.com).

PHOTOS BY LANA W. RAYHILL

