

Small Business Spotlight:

Courtney Vreeman

Owner

Still North Design Co., Est 2017

Life Story

Courtney was born in Abbotsford but moved around multiple times before settling in Williams Lake. As the granddaughter, daughter and sibling of entrepreneurs, she was destined to become her own boss. Still North Design Co. (Still North) started out of a spare bedroom in 2017 and in just six years, Courtney has grown the business to one that has products in stores nationwide. This even includes a mobile store which travels through communities around B.C. and Alberta.

What have you found most rewarding as a small business in your industry and community?

Still North has thrived on being a part of the Williams Lake community. Courtney enjoys seeing firsthand how her business positively impacts the area, whether it's by providing unique products, creating jobs, or sponsoring local events. Still North ensures they give back to the local community by fundraising, donating and giving away products. Courtney finds it immensely rewarding watching her vision come to life and being responsible for making it happen with the support of amazing staff.

What is something readers may not know about operating a clothing design company?

Courtney had to learn about the industry and its processes when starting the business. Still North does much more than just sell clothing, they design and manufacture everything in-house, which requires technical knowledge and skill sets. Courtney notes that completing all these processes has been challenging, but very rewarding, especially accomplishing it all in a small community.

How did you know you were ready to expand sales internationally?

Courtney's entrepreneurial attitude led her to jump in with both feet in the business, which meant offering international sales online when Still North began operations. Courtney shares that it is exciting when international orders and those from around Canada come in, as Still North's brand awareness is spreading domestically and internationally.

How has networking or community played a role in the growth of your business?

Courtney notes that word of mouth has contributed significantly to building their business in the community. Still North strives to create a safe and welcoming place for all and gain the trust of their customers. Within the business community, Courtney notes that they stay in touch with business owners in Williams Lake, which leads the business community to support each other when needed. People in Williams Lake love to support Still North since the business has supported their community.

Anything else you would like to share?

Courtney shares that she would not be where she is now without her support system and her valued customers. Even through the growing pains of expanding a business, her customers remain loyal and keep returning. Courtney is also thankful for her online community. Still North has 72 thousand Facebook followers and people post pictures, tag friends, and share posts, which helps Still North's brand grow its online presence.