

Jenny Eues Smith, a 1997 graduate of Morgan City High School, is now running a trendy boutique based in Charlotte, N.C.

The daughter of Kirk and Mary Eues of Morgan City graduated from Louisiana State University with a degree in fashion merchandising.

According to Melissa Lamkin of *Charlotte Magazine*, The first time Jenny Smith, 29, went to Green with Envy in Plaza Midwood it was to see if the owners would be interested in becoming clients of the wholesale home décor and gifts company where she was working.

The owners mentioned an interest in finding a clothing boutique to fill a void in their store, she said.

Inspired, Smith went home and began drafting a business plan.

Within two weeks she had opened Plume.

The stylish boutique offers racks of dresses, tops, and coats from lines like Tulle, Soda Blu and Kenzie -- all retailing for less than \$100, according to Lamkin.

Plus, you'll find stacks of basic tees and tanks for between \$15 and \$30.

"My customer is someone looking for something a little trendy that isn't too expensive," says Smith, who has a degree in fashion merchandising and experience working with the fashion line Ben Sherman in New York City.

"She's not brand conscious, but is money conscious. She's going for a great look and affordability."

Visit the store's Web site at [www.shopplume.com](http://www.shopplume.com) for more information.

Plume is located at 1111 Central Ave. in Charlotte, N.C. at phone number (704) 344-8774.