



**Designs by Sommer LLC**

## **Background**

I'm Sommer Curry, the owner of Designs by Sommer, a hair salon, and an online clothing boutique. With over two decades of experience in the hair industry, my journey began with a strong family influence. My mom was a hairstylist years ago, and I grew up in her salon, which always fascinated me. Despite initially pursuing various degrees and aiming to become a pharmacist, life led me in a different direction, and I found that I truly enjoyed working with hair and people. This profession merges elements of the medical field with the world of health and beauty, which is how Designs by Sommer got started.

As a mother of three boys, working in the hair industry has afforded me the flexibility to manage my time and contribute to our family's income.

I provide a wide range of services, with a focus on healthy hair. These include press blowouts, weaves, natural hair care, braids, and dreadlocks. My clientele is diverse, consisting of both male and female clients spanning all age groups, from toddlers to esteemed clients in their 80s.

The current salon location has been open for about nine months, and before that, I operated in a flea market for a few years. Transitioning to a brick-and-mortar location has been a tremendous boost for the business, offering me more flexibility in terms of hours.

## **Solution**

I first encountered the Miami-Dade Business Navigator Program when it had just started. Although we were a bit skeptical, my husband and I decided to attend one of the workshops. That decision proved to be a game-changer. I met some incredible people and signed up for the program.

Over the past few years, this journey has been nothing short of transformative. I successfully secured funding for my business and received a technology and business grant, courtesy of Miami

Open for Business. The Miami-Dade Business Navigator program has been amazing, offering invaluable workshops, assistance with paperwork, and various resources. Every time I receive an email, I sign up for at least one or two workshops. It has helped with hiring, finding additional resources, and improving time management, which has been crucial for my business.

As an entrepreneur with 15 years of experience, this year has stood out as one of the most resourceful, and the Navigator program has emerged as an indispensable part of my entrepreneurial journey. It has filled the gaps where I may have fallen short, functioning as an invaluable team member for my business.

### **From the Owner**

“I would advise all entrepreneurs to thoroughly analyze their business, understand what they're getting into, and keep their mindset sharp. It's important to separate home life from business life and transition into the entrepreneurial spirit. Giving oneself 24 hours before making significant decisions can save a lot of headaches. Fear should not paralyze you; some of the best decisions come from uncertain places. Have faith, walk through it, and know that you'll meet people who can change your life, just like the Navigator Program has transformed mine.”

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