

Michelle Farmer

COLLABORATE: REWRITING THE

Fashion Play Book





Imagine a fashion fairy godmother – then make her sexy and put her in chic boutiques in Palm Beach, the Boca Raton Resort, and Southampton, NY. Add in a rainbow array of beautifully hued designs, a sparkling jewelry bar, top it off with a glass of rosé and you have Michelle Farmer Collaborate.

A JEWELRY AND FASHION DESIGNER AND ENTREPRENEUR, MICHELLE FARMER SET OUT TO CREATE A LUXURY BRAND THAT RECOGNIZED THE SHOPPING EXPERIENCE COUNTS AS MUCH AS THE MERCHANDISE.

She carefully curates up and coming designers to complement her own label to appeal to the woman, or man who wants to be unique. Her boutiques read more ultimate, fantasy walk-in closet than dress shop. No crowded racks, uneducated salespeople or dressing room horrors. Shopping is fun again.

Modern female fashionistas are now stepping out on their name brands to have a love affair with new designers and appreciate Farmer's fresh approach. And in a time where brick and mortar clothing stores are in rapid decline, Farmer is in expansion mode. She has a vast array of styles in her boutiques to take you from a day at the beach to a black tie event with chic accessories and jewelry to match.



"I had my best year yet last year in Palm Beach – a massive increase in sales," reports Farmer, "Our customers come to us because they'll find something unusual and have a custom experience and be offered a glass of wine or champagne. It's like coming into someone's home. Now fast fashion is out and it's the same with jewelry. People are going back to artisan pieces that are beautifully made." For the newer designers, the experience they gain at MFC and the chance to interact with their clients is invaluable.

A gorgeous new production space and design team in West Palm Beach are keeping Farmer's creative juices flowing. Along with her jewelry and fashion line she has a growing custom business made onsite in Florida. She has also been working with Helen Gifford of HelenBilt custom lighting to branch into a new home design line.

Sunday used to be the day off, but Farmer has a successful pop up shop at the International Polo Club Palm Beach in Wellington. She comments,

“ I LOVE WHAT I DO SO IT DOESN'T REALLY FEEL LIKE WORK.”

Luckily Farmer with her husband Peter and Springer Spaniel Wylie can walk to work. Peter Farmer who is a real estate investor has also come on as Michelle Farmer Collaborate CFO.



Photo credit: Eric Striffler

"I started with \$20,000 to renovate a 3000 square foot space and fill it to open the first Palm Beach store," Michelle explains. Peter had bought the building on North County Road near Royal Poinciana in 2010 as an investment, and when she approached him about creating a pop up store in the ground floor space the answer was, Hello no.

It took more than feminine wiles to change his mind - a business plan and vision of a boutique in Palm Beach, the Hamptons, and luxury hotels which she ultimately manifested. "Scrappy" is the word she describes of her skill set to pull it off.

With a background of moving all over the world with her family where her father was a fighter pilot in the Air Force, she mastered her ability to adapt and to move to a new place and make it work. As she jokes, "You just have to make it happen or you're still the kid getting pushed around on the playground."

As just reward she has built a lovely and luxurious playground for the discerning shopper.

www.michellefarmer.com



Photo Credit: Michelle and Peter Farmer by Jerry Rabinowitz

