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Local entrepreneur develops 'Charleston Girl' fragrance

Published Tuesday, October 25, 2011 12:51 PM

By Dan Brown
Berkeley Independent

Kelly Gaskins wanted to do something more with her life but she wasn't interested in following the normal path, which would be to wait until she was older to make her mark.

Born and raised in the Macedonia/Beaver Dam area, Gaskins graduated from Timberland High in 2003, and from the University of South Carolina in 2007. After toiling in the corporate world she decided there was no time like the present and set about developing a product that she said reminded her of home.

"I love Charleston and I love perfume," she said. "Anytime I'd ever travel outside of Charleston and tell someone where I'm from, there was an immediate connection. They'd tell me how much they love Charleston, and if they were a man, how much they love the women here."

At the time Gaskins was starting a new career in the media business after graduating from Charleston Southern. "I was at a media job where I was working crazy hours, not getting enough sleep, not even having time for a lunch break and doing multiple job roles for one salary," she said.

Like any successful entrepreneur, Gaskins asked, why not work this hard for herself rather than someone else?

"I felt like if I poured all that effort that I was putting into that job into my own business, I'd be a success," she said. "So then I had to hone in on a particular passion and find a niche."

Like Dorothy in the Wizard of Oz, Gaskins realized she had to look no further than her own backyard.

"Having grown up in and around Charleston I have realized there is definitely a distinction between Charleston Girls and other women from different parts of the country, and even the world," she said. "Charleston Girls are naturally smart, sexy and sophisticated with an irresistible sweet Southern charm."

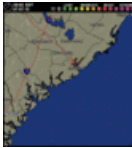
Gaskins wanted to capture the Charleston Girl essence in a fragrance and went to work trying to capture what has eluded every man since the days before Sherman's march to the sea: what makes a Southern girl tick.

"My goal was to create a scent that would appeal to the refined tastes of every Charleston Girl and bring out the fun, fearless Southern Belle in every woman," she said.

Working with product developers it took almost two years



Photo by: Dan Brown/Independent
Charleston Girl, a new fragrance developed and marketed by 2003 Timberland graduate Kelly Gaskins.



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Photo by: Dan Brown/Independent
Kelly Gaskins, a 2003 Timberland graduate, recently developed and marketed a new perfume fragrance based on Charleston

for Gaskins to come up with just the right fragrance that not only captured the essence of the South's Holy City but the genteel ladies who call it home. One whiff of Charleston Girl perfume and people know Gaskins succeeded.

"One thing is certain; it is the women that reside here that give Charleston a charm that no one can resist," she said. "Known for their elegance and charisma that never seems to age, Charleston Girls are naturally smart, sexy and sophisticated. They exude a confidence and charisma that lights up any room."

According to the Charleston Girl website, "Charleston Girl is a sultry, enticing fragrance that opens with a burst of sparkling-fruity top-notes, weaves a delicate and sensuous floral middle and finishes with a soft, amber and sandalwood dry-down. While including ingredients native to Charleston, this luminous fragrance captures the spirit of a true Southern Belle." Even the design of the bottle suggests beauty lies in simplicity.

Charleston Girl can be found locally at Hometown Bath and Body in Moncks Corner, and in Goose Creek at Girly Girls Boutique. It is also on display at the Charleston Visitor's Center, Classic Charleston Gifts and Gallery and Charleston Collections and Gifts in downtown Charleston.

For more information about Charleston Girl perfume visit www.CharlestonGirlPerfume.com.

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