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Perfume Connoisseur & Successful Businesswoman Addresses CSU Students

Berkeley County's Kelly Gaskins started in TV news but did a complete 180 into the business sector, gaining success pretty rapidly. From Leeza Gibbons to Vanessa Lachey—Kelly has even developed quite the celebrity following.

FOR IMMEDIATE RELEASE

PRLog (Press Release) - *Oct. 23, 2013 - CHARLESTON, S.C. --* For the very first time, CEO of Charleston Girl LLC, Kelly Gaskins, spoke to Charleston Southern University students Tuesday inside the Whitfield Christian Leadership Building.

Gaskins shared her personal tips for business success and encouraged students that, "if you can dream it, with a little work any dream can become a reality."

"I also talked to students about how I conceived the idea for my company, events in my life that contributed toward taking the "plunge" into business, the difficulties and rewards of the startup execution, and my perspective after operating for some period of time," said Gaskins
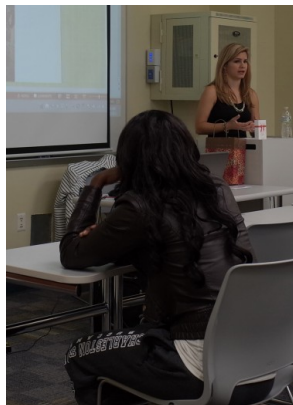
Kelly Gaskins speaks to CSU students.

Statistics show that first-time business ventures fail, unfortunately. Gaskins' perfume has not been one of them, and she wants the same success for future business leaders of the lowcountry, also.

"It is important for young people interested in business to be exposed to others who have taken the leap into small business already and are succeeding," said Gaskins. "Starting a business can be intimidating and to have support and encouragement to foster that initiative can be pivotal in actually following through with a start-up idea. I also think it is important for me to give back to the community that has supported my business."

Gaskins hopes her words leave students at CSU with a lasting impression and something they can later apply to their own business ventures.

"I hope students recognize that starting a business is a lot of hard work. However, if they are willing to work hard, their business can be a success."

About Charleston Girl Perfume:

Launched worldwide in 2011, Charleston Girl Perfume is inspired by the unique southern women of Charleston. The fragrance opens with a burst of sparkling-fruity top-notes filled with green apple, bartlett pear & casaba melon then weaves a delicate and sensuous floral middle with notes of orange blossom and jasmine and finishes with a soft, amber and sandalwood dry-down. The 1.7oz bottle retails online at www.CharlestonGirlPerfume.com for $44.99. It is also sold throughout the Southeast in select stores.

Resources: www.CharlestonGirlPerfume.com

Contact: Press@CharlestonGirlPerfume.com

PERFUME SAMPLES AND INTERVIEWS ARE AVAILABLE TO MEMBERS OF THE MEDIA UPON REQUEST

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Contact Email   : Contact Author   ***@charlestongirlperfume.com
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