



ELM Beauty Bar & Grace Apparel Company

ELIZABETH MOFFITT
BRINGS STYLE AND
GRACE TO DOWNTOWN
LAPEER WITH HER SHOPS

Photos and Story by Phil Eich,
Storyville Social, as part of the
Michigan Main Street Story
Series

“My parents moved to Lapeer when I was two, and as I got older, all I could think about was leaving Lapeer someday. So, when I was 19, I moved to Chicago.

But when I turned 25, I moved back...and I was just so grateful to be home. There are definitely things I miss about the big city, but with ELM Beauty Bar and Grace Apparel Company, I want to give a little bit of those things to my hometown. Looking back, I would do it all over again. Leaving and getting some experience in a bigger city like Chicago exposed me to different ideas and taught me things I was able to bring back here to help my hometown.

ELM Beauty Bar originally opened in the back of the building we’re in now.

The original plan was to expand the spa services, build more rooms and put in an oxygen bar. My goal was always to own a big, beautiful spa.

I wanted to buy a Victorian house, turn it into a spa with all the different rooms and put a cool boutique in there. But then I realized you just need four walls and a floor—it’s really about what you put into it.

Then Lapeer Main Street did a community survey, and the number one desired business was women’s retail clothing. We already had a little bit of that here, but we were a spa selling clothes, so it didn’t take off. Based on that survey and a desire to refocus on what I wanted to do,

I decided to start Grace Apparel Company.

Being a good business owner takes being true to yourself. I wasn't being a good business owner at the beginning when ELM was big and gigantic and trying to do and sell everything. Even though I was trying to please everybody, in the end, I was making myself miserable and not making it a desirable destination. It sounds selfish, but doing something that you're truly passionate about is what matters because you end up running a better business. It's not about trying to do everything, but finding your niche, even down to something like the style of clothes you carry or a particular look you offer.

It might not be for everybody, but you'll be happy and the people who love what you do will keep coming back."

—Elizabeth Moffitt, ELM Beauty Bar and Grace Apparel Company



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