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RESORTWEAR WITH FLAIR



Celebrating 15 Years in the Resortwear Business

Story from VentureMom.com:

A love of fabric led to a line of clothes. Clare Hare was on maternity leave from her investment banking job when she began to brainstorm with another new mom about a new venture. They came up with the idea of a line of maternity clothes that consisted of just five pieces. Clare put together a business plan, gathered funding and was ready to go. With a second child on the way and a family move to CT, the geography wasn't right and the idea was shelved.

But a clothing line was never far from her mind and Clare went back to her business plan and the five piece idea in 2002. Loving the Liberty of London fabrics and other fine English textiles, she designed a skort, and other pieces followed one at a time: pants, shorts, a shirt and a tunic. Feeling that the timing was right, Clare found investors and decided to make the simple line happen this time.

With a manufacturer in the garment district of New York City, she sourced fabrics, created patterns and tweaked them to get samples she was happy with. This took some time. Once she had the pieces complete, she focused on the administration. This was where her math skills came into play. "The hard part with a clothing line is making it profitable; there are so many financial areas to be conscious of, and production is all about the numbers."

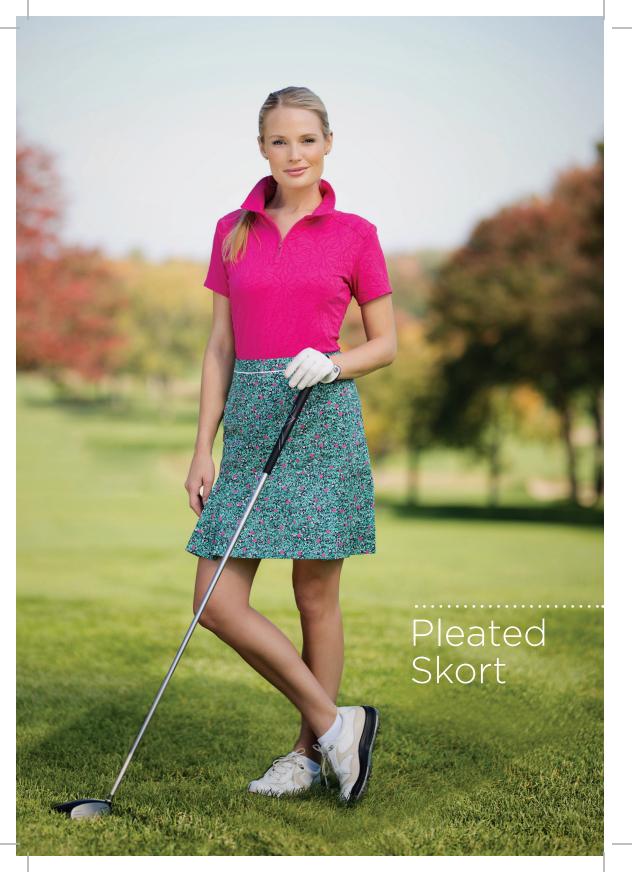
Clare loved the flexibility of having her own company, and with three boys, she was able to make her own schedule around their needs. Also, the fact that she created something that others liked was huge: "Seeing someone I didn't know wearing one of my skirts was so great. They actually bought my creation."

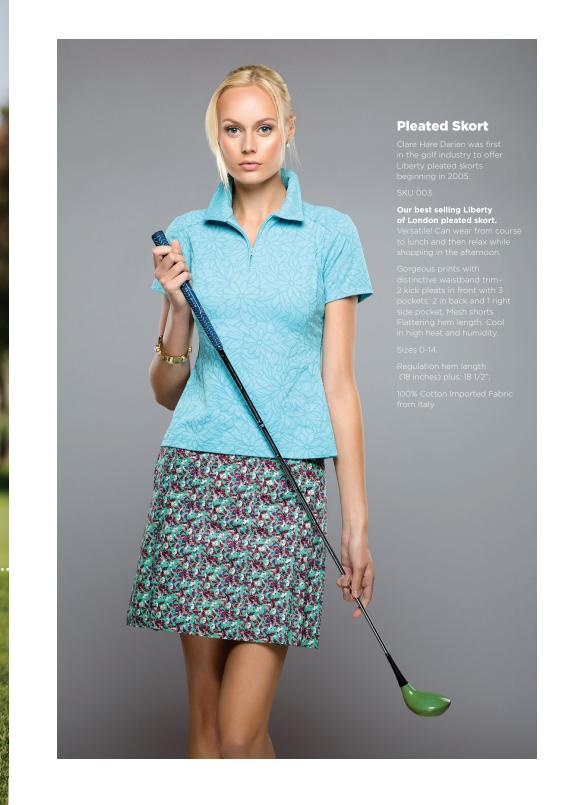
Coming from the service industry it was very satisfying for Clare to create a product. Aside from occasionally getting seasonal interns to help with distribution, Clare does everything on her own and works solely from her home office.

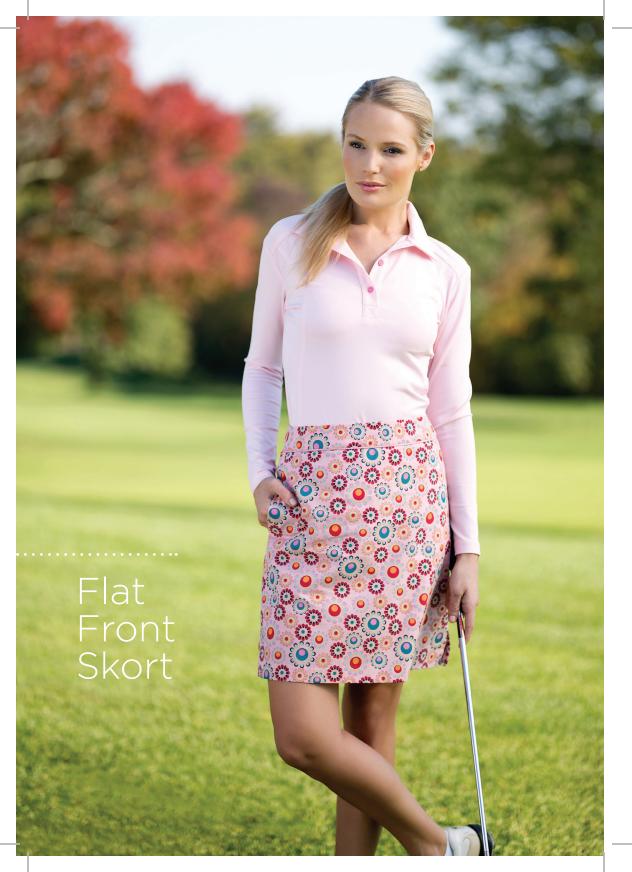
She says the style of the line is, "classic, yet stylish," selling mostly to high-end golf clubs. "The fabrics sell my clothing. I don't think of myself as a fashion designer; I just love the fabrics and building a company around them." Knowing she could scale up and build volume, she chooses to remain smaller and more custom, saying "it's a lifestyle choice." Now offering her line on-line, she is seeing even more flexibility with e-commerce. That's what makes her successful: keeping it simple with just twelve pieces (as of summer 2016) and many fabulous fabrics.

★ Proudly Made in the USA









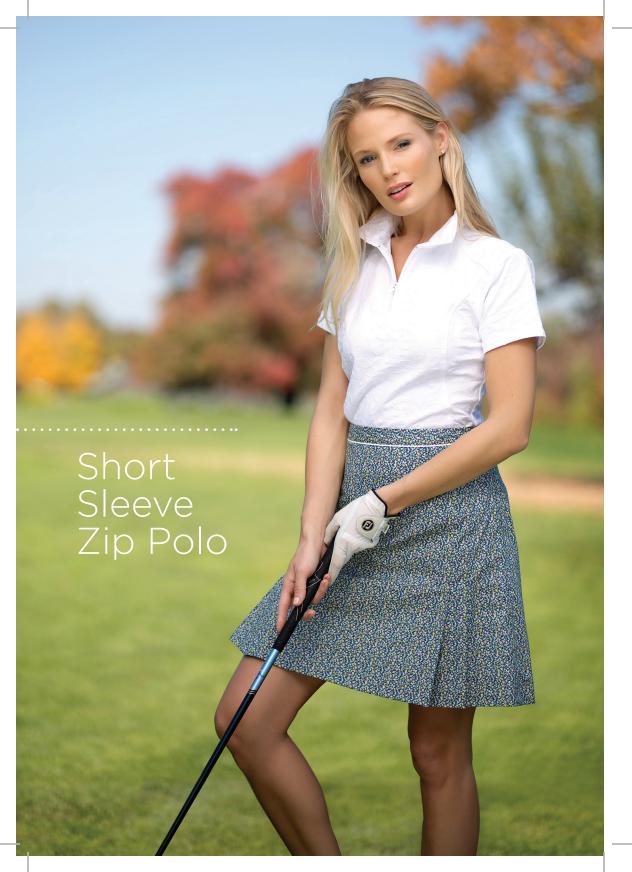




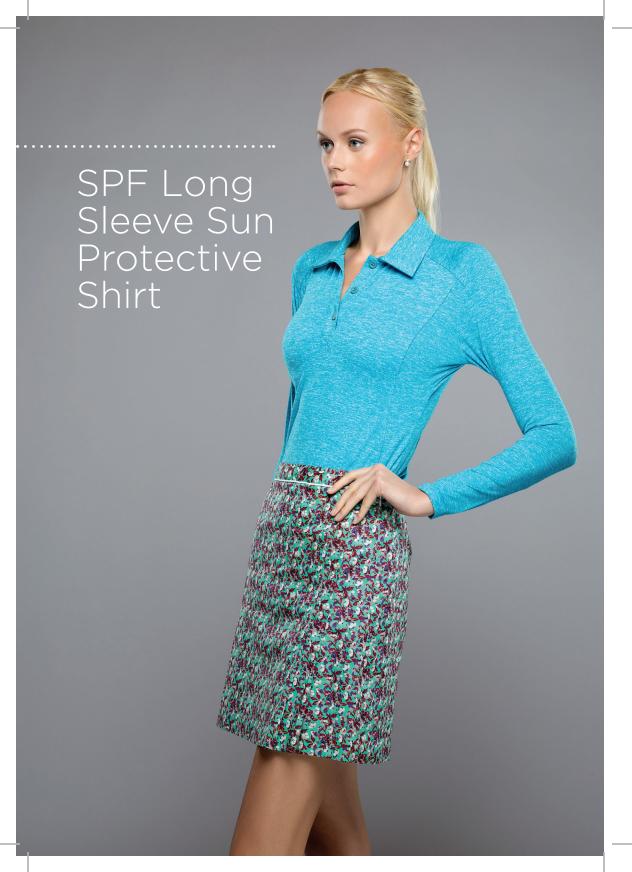














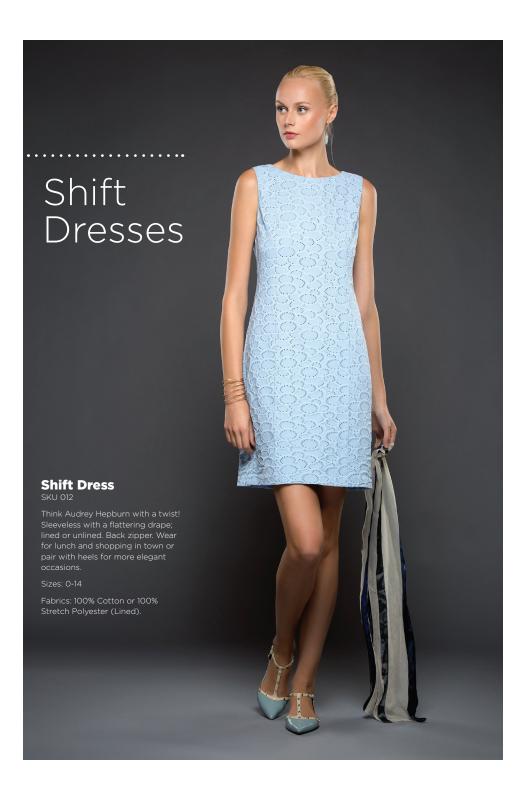






Tunic Dresses







Clare will design custom pieces according to your specifications and fabric choice.

Custom: Halter Dress

SKU 013

Our special piece for eveningwear or formal occasions! Beautiful imported fabrics (lined) lend a special cachet to this look.... contact Clare for details on how to order.

Sizes 0-14

Suggested Fabrics: Silk





Prestigious Golf Clubs and Resorts Carrying the Clare Hare Darien Line

2005 - 2016:

Connecticut:

Country Club of Fairfield
Greenwich Country Club
Country Club of New Canaan
Lake Waramaug CC, New Preston
Round Hill Club, Greenwich
The Stanwich Club, Greenwich
Weeburn Country Club, Darien
Woodway Country Club, Darien
CC of Hartford

New York:

Apawamis Club, Rye
Fishers Island Club
Friar's Head Club, Riverside
Gardiner's Bay Country Club, Shelter Island
The Maidstone Club, Easthampton
Oak Hill Country Club, Rochester
Piping Rock Club, Locust Valley
Quaker Ridge Golf Club, Scarsdale
Siwanoy Club, Bronxville

Shinnecock Hills Club, Southampton Sleepy Hollow CC, Briarcliff Manor Thousand Islands CC, Wellesley Island Westhampton Country Club Winged Foot Golf Club, Mamaroneck

Islands:

Nantucket Golf Club, Nantucket, MA Sankaty Club, Nantucket, MA Farm Neck CC, Martha's Vineyard, MA

Retail Outlets:

Atelier 360, Greenwich
Darien Sports Shop, Darien, CT
Katie Fong Boutique, Greenwich, CT
Nantucket Hotel, Nantucket, MA
Eye of the Needle, Nantucket&Palm Beach, FL
Soleil Toile, Westport & New Canaan, CT
The Villages, FL
Trinity Place Department Store, Manhattan, NY
Renaissance Vinoy Resort, St. Petersburg, FL



Credits- Location: Weeburn Country Club, Darien, Jewelry: Darien Sport Shop, Hair & Make-up: Toni & Guy, Greenwich

Florida:

CC of Florida, Village of Golf Emerald Dunes Club, W. Palm Beach The Everglades Club, Palm Beach Gasparilla Inn, Boca Grande Gulf Stream Golf Club, Gulf Stream Hole in the Wall Golf Club, Naples John's Island Club, Vero Beach Jonathan's Landing Golf Club, Jupiter Loblolly Pines Golf Club, Hobe Sound Lost Tree Club, North Palm Beach Mariner Sands Club, Stuart Mountain Lake Golf Club, Lake Wales Ocean Reef Club, Key Largo Orchid Island Club, Orchid Island Quail Valley GC, Vero Beach Riomar Country Club, Vero Beach Royal Poinciana CC, Naples Seminole Club, Juno Beach

Elsewhere:

The Country Club, Brookline, MA CC of Charlotte, Charlotte, NC Essex CC, Manchester by the Sea, MA Misquamicut Club, Watch Hill, RI Sakonnet CC, Little Compton, RI Indian Hill Club, Winnetka, IL Onwentsia Club, Lake Forest, IL Shoreacres, Lake Bluff, IL Skokie Golf Club, Glenbrook, IL Camargo CC, Cincinnati, OH Louisville CC, Louisville, KY Greenbrier Club, White Sulphur Springs, WV El Dorado CC, Palm Desert, CA The Vintage Club, Indian Wells, CA Dorset Field Club, Dorset, VT Hermitage Club, VT The Mill Reef Club, Antigua, W.Indies Yucatan CC, Yucatan, Mexico