

# SOUTHERN CHARM

Charleston creatives team up

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*B2B is a new article series that will highlight many of the different ways that businesses in the industry work together—retailers, artists, wholesalers, manufacturers, rep groups, business consultants, public relation firms, marketing and many others who work in sync with one another to grow their businesses.*

**T**his summer, I sat down with Jennifer Horton, owner and creative director of ZAGS, a “Sunwrap” maker; and Mini Hay, co-owner and the creative side of jewelry-maker Goldbug Collection.



Left to right: Mini Hay, Jennifer Horton and Kathleen Hay.

## PART I: ABOUT YOU

**Turner: Who are you outside of work?**

**Jennifer Horton:** I am a child of God, wife to my sweet Greg for 22 years — 28 years if you count the dating years. I’m a mama of three, my inspo for the brand, ZAGS, which stands for Zella, Anne Gregory and Sam.

**Mini Hay:** I am a 27-year-old creative, middle child and jewelry lover.

**AAT: What do you enjoy doing outside of work?**

**JH:** Oh my gracious, so much fun to be had in Charleston, South Carolina! I play a ton of tennis and beach (and) boat a lot on our barrier islands. I enjoy Charleston’s great shops and hop to Clemson games during weekends in the fall.

**MH:** I love to explore Charleston. Whether on a boat, a beach or walking around downtown, I find most of my inspiration in old Charleston houses. I love to draw, go out with my friends, be with my family, enjoy Charleston’s art scene and volunteer my time with local organizations.

**AAT: What’s something most people don’t know about you?**

**JH:** My hubby and I are both third-generation Clemson graduates. I was a cheerleader and he was student body president, so those weekends up there are even more special to us!

**MH:** That I am shy.

## PART II: ABOUT YOUR BUSINESS

**AAT: Who are you, as a business owner?**

**JH:** I am a passionate businesswoman, making exactly what I was looking to find for my own wardrobe only it didn’t exist, so I had to make it!

**MH:** I am the creative one! I am so lucky to have my sister as my business partner. It allows me to be my creative, out-there self and lets her be her business-like self!

**AAT: Could you share a little about your company?**

**JH:** We design and manufacture UPF 50-plus Sunwraps. We are based in Charleston, South Carolina. We operate online retail ([zagslife.com](http://zagslife.com)), wholesale and trunk shows — we call them trunk parties!

**MH:** Goldbug Collection is a Charleston-based brand, mostly focusing on jewelry, with a few fun tangents.

**AAT: When did you begin your business?**

**JH:** In July 2015 is when I really started working on the designs that I had in my heart and had been praying about. We officially launched our website on Oct. 31, 2015 — so a treat, not a trick!

**MH:** Four years ago.

**AAT: Where did you begin your business? Is it still located in the same place?**

**JH:** In my home office. We grew quickly to a point that we needed warehousing and fulfillment services, but luckily still in Charleston.

**MH:** Croghan’s Jewel Box is an upscale jewelry store that has been in existence since 1907. Our business is located at 308 King St., inside Croghan’s Jewel Box and ... (I create) at my parents’ dining room table. We have an office now on the third floor of Croghan’s, but I still seem to end up dreaming up new designs at my parents’ table.

**AAT: Why did you begin your business?**

**JH:** Inspiration from my real-life ZAGS (each of my children)!

**MH:** After returning from my senior year and an internship in New York City, my mom challenged me to create a

jewelry line that would represent something specific to Charleston, something that would speak to visitors and locals of all age groups and be a fun costume line.

**AAT: How did you begin your business?**

**JH:** Through prayer, discernment and listening to my heart, slowly, but surely. We started with tons of trunk shows and many great and super sweet customers spreading the ZAGS fever!

**MH:** I was completely stumped trying to figure out what was “Charleston-y” but hadn’t already been done. That summer, I was in our childhood home and, being a Charleston house, it has its fair share of cockroaches, so it struck me: let’s do gold cockroaches! The Goldbug was born.

### PART III: ABOUT YOUR RELATIONSHIP WITH OTHER BUSINESSES

**AAT: What is your collaboration?**

**JH:** We have done a few collaborations – all so much fun – but a recent one was with Croghan’s Goldbug Collection.

**MH:** As Jennifer mentioned, we teamed up with ZAGS, another Charleston brand, to create a Goldbug ZAGS! I sketched the print and Jennifer and her team transformed it into a beautiful product.

**AAT: How did you know you wanted to collaborate?**

**JH:** We have known the Croghan family for years and years – a Charleston staple for all ladies; so many special pieces of my jewelry have come from them. We have similar values, targets, backgrounds, backyards, and just plain adore each other!

**MH:** As soon I saw and felt the ZAGS product, I knew it would be a fun collaboration!

**AAT: What have been the benefits?**

**JH:** Fun. Reach. Sales. Repeat.

**MH:** It has been so fun to have another vehicle for bugs. I am so used to thinking in jewelry, fabric was a really fun and new experience.

**AAT: What is something you would do differently?**

**JH:** I would do more events with those fun ladies.

**MH:** Nothing! Everything turned out so well.

**AAT: What’s something you learned from the other person?**

**JH:** Our partnership reinforces the true meaning of being lovely in all things: supporting women in business, no matter what age, and just simply supporting one another!

**MH:** To think big! We were so inspired by Jennifer’s positive energy for both her brand and ours.

**AAT: Any advice for others wanting to collaborate with other businesses?**

**JH:** If it feels right, it probably is right! You will never know until you pray on it and go for it!

**MH:** Go for it! Two minds are always better than one; it expands your audience and adds variety! **GS**

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