

# Cerulean Blu Swim & Resort Wear Boutique – Start-Up Success in St. Petersburg



In a new shop on St. Petersburg, Florida's Beach Drive, Desiree Noisette is redefining swimsuit shopping. At [Cerulean Blu Swim & Resort Wear Boutique](#), customers are treated to a wide array of styles to enhance any figure, showcased in a spa-like shop that features a relaxing lounge, flattering lighting elements, and personalized fitting services.

"I saw the opportunity to bring something new to the local swimwear market," explains Noisette, "something that would make swimsuit shopping a confidence-building, fun experience."

"The swimwear market is one of the hottest retail markets in the Tampa Bay area," says Wayne Brass, Area Manager and Certified Business Analyst at the [Small Business Development Center \(SBDC\) at Pinellas County Economic Development \(PCED\)](#). "Desiree brought an innovative approach to a dependable market with excellent results."

Working with Brass, first through the SBDC at the [City of St. Petersburg's Business Assistance Center](#) and later through the SBDC at PCED, Noisette chose her Beach Drive location after considering several other downtown St. Petersburg options.

She explains, "Wayne and I talked about the different options and, with his assistance, I selected what's turned out to be an ideal location for Cerulean Blu."

St. Petersburg Mayor Bill Foster applauded the choice at the shop's grand opening, stating, "I am pleased that Desiree recognizes the dynamic business environment available to entrepreneurs in St. Petersburg. We look forward to seeing her business grow and succeed."

Cerulean Blu has, indeed, shown success since its November 2012 opening; the business posted profits in its first months of operation and has added two employees to meet the shop's increasing traffic. At the company's website, [www.ceruleanblu.com](http://www.ceruleanblu.com), visitors can now shop online, as well as in the store.

"The resources of the SBDC network have proven invaluable as my business got off the ground. The initial opening was just a start – in order to grow, I'll need to market Cerulean Blu in the best way possible," says Noisette.

Through the SBDC, Noisette was able to utilize a marketing plan developed by a [University of South Florida St. Petersburg](#) student team under the tutelage of Dr. Phil Trocchia, Associate Professor, Marketing, and is receiving guidance through a search engine optimization (SEO) review of the website.

"This is one example of how the partnerships between the SBDC, local governments and USF SP support and encourage small business efforts in Pinellas," asserts Dr. Cynthia Johnson, SBDC at PCED Center Director.

Adds Brass, "This is what we do, assist a business through every stage of its growth. That's the best way to ensure a healthy, thriving small business community."

Noisette works and lives in St. Petersburg and is eager to support other small businesses in the community as her own business grows.

"I saw an opportunity to feature local jewelry artists in the store," she explains. "Bringing in accessories that enhance the swimwear we sell is a win-win situation for all – local designers are able to reach a wider audience and our customers enjoy finding the perfect item to complement their new swimwear."

Noisette also partners with other Beach Drive businesses to host monthly fundraisers for local service organizations.

"This is a terrific community," she says, "and I'm very proud to call it home, both for myself and for my business."

Visit Cerulean Blu Swim & Resort Wear Boutique at 400 Beach Drive, Suite 161 in St. Petersburg, Florida, or visit the website at [www.ceruleanblu.com](http://www.ceruleanblu.com).

For information on how the SBDC at PCED can help your small business succeed, visit [www.pced.org/sbdc](http://www.pced.org/sbdc).

