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BY SHALLY

Est. 2020



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- Klothiers Zone by Shally is an ecommerce business located in Calgary, AB
- The business focuses on selling pieces that integrate African and Western cultures
- Moneris Online has been used to design the website and process payments

Line of business:

- Retail

Products used:

- Moneris Online





Klothiers Zone by Shally

Klothiers Zone by Shally is an ecommerce business based in Alberta. Omoshalewa (Shally) Onayemi is a mother, lawyer and the owner of the business. Her objective is to sell clothing, shapewear, accessories and jewellery that integrate Western and African cultures. Shally has a goal of inspiring mothers to look good and feel good about themselves.



I want to project African pieces to the Canadian community. There has been a large influx of immigrants over the last few years, especially those of African descent. I want them to be able to find women's clothing, accessories, jewellery and shapewear they can easily connect with.

- Omoshalewa (Shally) Onayemi, owner of Klothiers Zone by Shally



Background

Becoming a mother changes life in so many ways and for Omoshalewa (Shally) Onayemi, motherhood is what led her to starting her passion project – Klothiers Zone by Shally. When Shally had her first daughter, she started thinking about coming to Canada. She wanted to give the best life possible to her daughter and made the decision to move to Canada from Nigeria with her spouse because of the opportunities in this country. Shally and her spouse landed in Canada in 2018 with their then three-year-old when she was heavily pregnant with her second daughter. Before moving, Shally was a practicing lawyer in Nigeria. She was striving to continue her profession in Canada and she is now licensed to practice as a lawyer in both Ontario and Alberta.

While studying for her bar exams in the midst of the COVID-19 pandemic, Shally had an idea for a passion project stirring in her mind. While in Nigeria, she had always loved to retail fashionable pieces and would travel to England, Dubai and U.S to source clothes to re-sell. When she landed in Alberta, she felt there was a lack of cultural representation in retail items in her area. “There was a desperate need for there to be a selection of African-inspired wear offered to residents,” she says. Shally knew it would be important to have African-inspired pieces for sale because it would be an opportunity for those living in Canada to learn more about her culture. Simultaneously, she was striving to provide a selection of clothing, accessories, jewellery and shapewear to immigrants who wish to express their cultural identity through fashion. “I want to project African pieces in Canada. There has been a large influx of immigrants over the last few years, especially those of African descent. They should have the opportunity to find women’s clothing, accessories, jewellery and shapewear they can easily connect with,” says Shally. That is when she developed Klothiers Zone by Shally.



“One of the major objectives of this business is for it to resonate with mothers. I want mothers to feel and look good wherever they are without having to put extra work into it and that is why I supply shapewear.” Shally says selling shapewear is something she thought of as a result of the pandemic because mothers were home with their children and it became more difficult than ever to go to the gym.

Shally designs the clothing herself, sources authentic African fabrics in Nigeria and has the clothing made there. The designers in Nigeria work closely with Shally to bring her products to life exactly the way she envisioned. When creating a top or dress, she thinks about how she can fuse the Western and African cultures together. “My goal is for the clothing to resonate with those from both cultures.” For example, she keeps Western fashions in mind, and chooses patterns and beading recognized in African culture. She wants the products to be designed so that one can wear them from day-to-day and have the flexibility to style the clothing in many different ways. A product really exciting to Shally is the high-waist luxe leggings. “They are a great staple for moms to put on and they are designed to have a slimming effect.”

The mission is for every woman to feel confident and elegant. “Each decision I make for my business is guided by integrity and ensuring customer experiences are exceptional. I don’t want my relationship with my customers to end upon the purchase of a product. It is important to me to understand what customers like and don’t like so that I can use this feedback when designing new clothing and ordering shapewear and accessories. I want my customers to feel there is value in the product.” Shally gets excited about featuring her customers on her social media platforms. She has met many of her customers through her social media platforms and enjoys staying in touch with them.

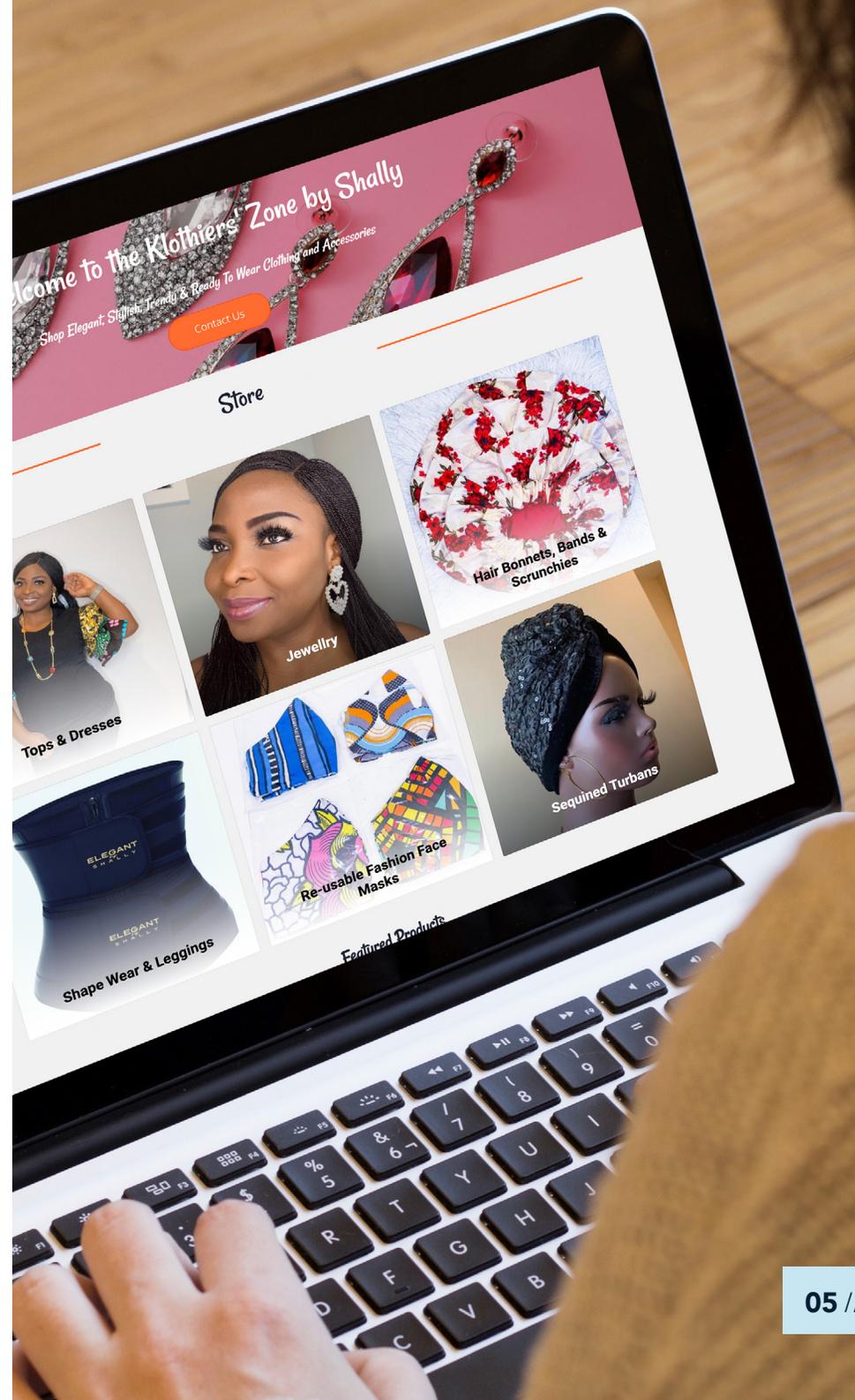


Why Moneris?

Shally was introduced to Moneris® after registering her business. She knew she was in the search for not only a payment processor, but also a reliable website builder. Shally learned Moneris offered Moneris Online (a package that included Bookmark™ to build the website.) But she didn't sign up with Moneris right away. Shally looked into another website developer and started experimenting with it. "When I started using the alternative website builder, it was complicated and frustrating for me."

At that point, Shally went back to Moneris and decided it would be best for the business to sign up with Moneris Online and have an all-in-one ecommerce solution. The 24/7 support line was there to answer any questions she had. "Moneris Online has clearly been the right decision for me because building my website has meant simple drag and click steps. Bookmark is very user friendly, each step is straightforward and if I have any questions, support is always available."

Shally says the payment processing has brought her much comfort as a new business owner. "The payments do not take days to land in my bank account; the processing is very seamless and timely compared to other options."



Looking forward

Shally is making it a priority to come up with strategies to increase the visibility of Klothiers Zone by Shally beyond Alberta. She is exploring opportunities to have products made in Canada as her business evolves and, in turn, drives more traffic to her business' website. Shally has a dream of offering her products in department stores as well. She is very excited to carry on her passion project, all while embracing motherhood with her two young daughters and continuing her career as a Lawyer.





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