



SHOPHOUSE
BIG STYLE FOR LITTLE PEOPLE

ShopHouse Summer Collection

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MY BUSINESS

Tanya Roocci is proof that you can succeed if you give it your all...

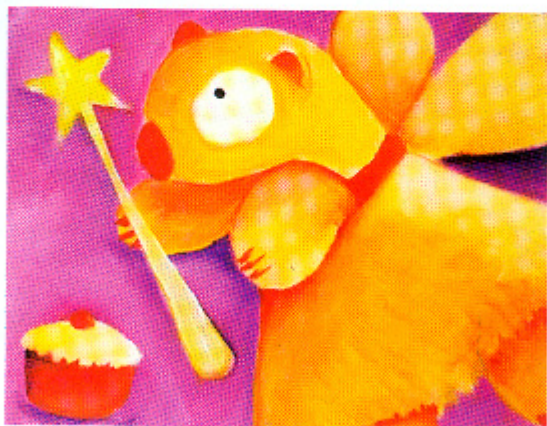
Noticing the shortage of artists who specialise in Australian animals for children's rooms, self-proclaimed animal lover Tanya Roocci created Roocci, a cute range of Australian-made art for kids and the young at heart.

The business began in 2002, and introduced the bright, cheeky illustrations of Australian animals now known as Roocci characters. Tanya says, 'I knew I had something good but it took time to become what it is today. When I started, I spent every weekend, regardless of the weather, at the local markets. If you are honestly passionate about your product, it will see you through the highs and lows of having a small business.'

She adds, 'Everything I create is handmade and produced in Australia, so I can oversee the entire process and control the quality - unlike other businesses that often outsource their reproduction overseas.' This approach seems to have worked, with her art decorating the maternity unit of Westmead Private Hospital in Sydney, as well as childcare centres and paediatric suites around Australia.

Tanya set up roocci.com.au so she could market the business online and although this move has opened up new avenues, she says, 'I still attend local markets and expos because nothing beats meeting my customers personally.'

With an already wide variety of prints, acrylic art and prints on canvas, greeting cards, and murals for private and public spaces, Tanya would like to expand the collection to include linens and textiles. She looks forward to a future where her artwork hangs in every child's bedroom in Australia! Roocci art is priced from \$19.95 to \$1,650.



COMPILED BY SARAH FRIGGIERI. ALL PRICES ARE APPROXIMATE



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