

ON THE HUNT

Sloan McFadden married into a family of Low-country hunters, but when she began to get in on the action, she discovered a problem: there wasn't a flattering pair of women's field pants to be found. Now there is. McFadden took a smart idea from her mother-in-law, Jane Perry McFadden, and ran with it, partnering with Charleston-raised outdoorswoman Katherine Parker Clark to create Covey Charleston. The company takes the customer's own pants

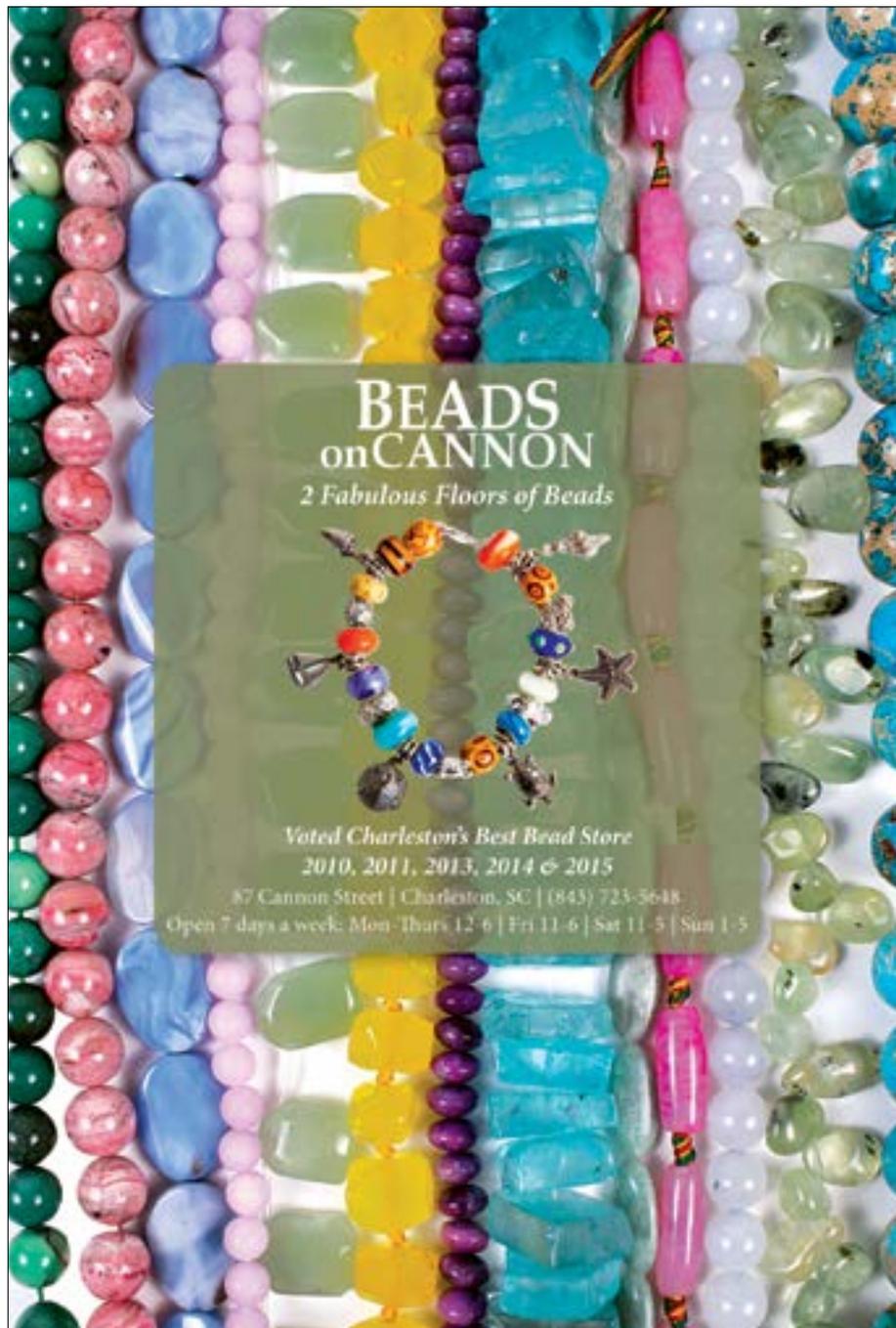
and sews briar-proof cordura fabric (you pick the color) into them. Since launching last fall, they've not only introduced men's and kids' options, but also debuted the gorgeous wool "Shooting Cape" and the shorter, heavier-weight "Shell Cape." Fabric choices and customization options abound. [\[coveycharleston.com\]](http://coveycharleston.com)

SWEET SUCCESS

Kids clothing company Smockingbird may center around the Southern tradition of outfitting tiny tots



Pieces in Smockingbird's "Easter Ducks" collection range from \$33 to \$35.



in smocked dresses, jon-jons, and bubble suits, but when it comes to business practices, this young enterprise is finding success in a most modern way. In addition to maintaining an online shop, sisters-in-law Anna Shuford (of Charleston) and Parmelee Miller (of Atlanta) hold sales on social media—two a day on Instagram and two a week on Facebook—with customers commenting "sold" to buy items embroidered with holiday motifs and more. If you're looking to snap up, say, an Easter frock, you'll be pleasantly surprised at the low prices. [\[smockingbirdkids.com\]](http://smockingbirdkids.com)

NAILING IT

Thousands of nail polish brands exist worldwide, with bottles coming in about 250 shapes and sizes. Sullivan's Island inventors Liz Boyle and Mark Miclette know, because they measured every one of them to be sure they'd fit in their new wearable nail polish holder, tweexy. Available on Amazon.com in pink, blue, and green, the \$15 silicone accessory fits over two fingers, "eliminating the need for a flat surface to place your polish," they explain. [\[tweexy.com\]](http://tweexy.com)

LOOKIN' GOOD

A few of our favorite shops made big changes this winter. Ben Ham Images finished an interior makeover, reopening as The Ben Ham Gallery. Croghan's Jewel Box created new shopping areas, including a Bridal Counter—glittering with engagement rings and wedding bands—and a section devoted to estate and fine jewelry, plus other treasures. And Gwynn's of Mount Pleasant dove into an exciting expansion, set for late-April completion. [\[benhamimages.com\]](http://benhamimages.com), [\[croghansjewelbox.com\]](http://croghansjewelbox.com), & [\[gwynns.com\]](http://gwynns.com)