



Yolanda Cellucci with her prized possession, a Phataeton Excalibur. (Photo courtesy of Excalibur magazine)

# Yolanda Prevails As 1-26-94 The Queen Of Glamour

## Fashion Glimpse By Christine Brophy

She is the "queen of glamour." She is so intriguing that *Lifestyles of the Rich and Famous* featured her on their show, and has appeared on several other television shows. She drives around in a white Excalibur and wears outlandish, extravagant clothes.

Yolanda M. Cellucci — known world-wide as "Yolanda" — is a fashion entrepreneur who is famous for her multi-service business, Yolanda's, in Waltham, Mass. She is a health, beauty and fashion center all-in-one.

"In today's time, women are busy and active. In order to find time today, a woman's one stop center is where it is at." She said being able to get services in one location is very important, and this is why malls work so well.

Yolanda, who spoke to an

NU business class on Friday, started her own business 30 years ago styling wigs out of her home. Soon she started styling wigs for over a hundred salons and decided to launch her own wig business. When she opened her first shop, she had a beauty salon, health center and 13 dresses. "I knew the wig business could carry the rest (of the business)," she said. When her business really took off, she expanded.

Yolanda knew that to be completely happy, she had to balance her career with her family. When she first opened her shop, her main concern was to open in an area where it would be convenient for her children.

In an interview after her speech, Yolanda said she believes in this concept so much that she is planning to build a day care center at Yolanda's for customers and

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employees. "Work hard and give time to family. It is not fulfilling just to have a great career. We need it all," she said.

Times have changed since Yolanda first started. Her clients were once the flamboyant and wealthy. Now she appeals to a larger market, because everyone wants pretty things and to look good, she said. Now her customer is the house wife, the working woman, the bride, the celebrity, or anyone who just wants something special.

She may sell a dress for \$130 or \$7,000, depending on the needs and desires of her customer.

Yolanda not only sells glamour, she believes in glamour. "I've always done outrageous fashion. I stress elegance and sophistication. I was always my best ad. I

dress in what I sell. Not only do I tell people to wear it, I do."

Although she is well-known and successful now, Yolanda went through her fair share of rough times. People told her she was crazy for putting all those services under one roof.

Growing up in a loving but poor family, Yolanda realized that anything she wanted out of life, she had to go out and get herself. She had to put her house up for collateral to get a loan for her business.

"You have to have a determination and a self-worth," Yolanda said. She said a lot of people may not believe in you, but not to let them talk you out of what you want to do. "Wishing and dreaming is one thing, but going out and getting it is another."