

PEITA MAGES, 26

Weekday job Film publicist

Weekend job Partner in Smitten, a company that designs and makes kitsch kitchenwear

»» "MONDAY TO FRIDAY,

I make sure there's plenty of press coverage for the film releases I look after. That means organising reviews, premieres, competitions and working with talent when they come to Australia. I looked after Angelina Jolie once and she was fantastic, really sincere."

»» "ON THE WEEKEND,

I put together orders for my Smitten oven mitts and apron line, sort out measurements and play around with designs in my sketch book. One Saturday a month I do Sydney's Kirribilli market from 9am until 4pm and my business partner – my mum – does the Balmain markets."

»» "I STARTED OUT

after burning my hand wearing a pair of useless oven mitts. I told Mum I'd paid 30 bucks for them and she said she could probably make better ones herself. Just for fun I briefed her on what I wanted – a black and white zebra print with sequins – and she made them perfectly. We put aside some money that we probably would've spent on luxuries and started making kitsch kitchenwear. Then we both took a small business course at a community college."

»» "THE ONE THING YOU SHOULD KNOW ABOUT ME

is that I have a silly little habit of naming my kitchen appliances. My Kitchenaid mixer is called Trixie and my blender is called Brenda!"

*Solid gold tip:
"Read You Inc by
John McGrath (www.
booktopia.com.au). It's
got lots of business
tips and case
studies."*

»» "MY BIGGEST

ACHIEVEMENT has been getting our website up and running. I briefed a friend of mine on what I wanted and it took about two months. You have to register the domain name with a site like www.domainregistration.com.au."

»» "MY WEEKEND JOB EARNs ME ... well at the moment, it's just breaking even. But a lot of new businesses don't even manage that in the first year."

»» "IN THE FUTURE I'd like to employ more family and friends. At the moment we

pay a network of seamstresses to sew for us. Hopefully, that number will grow."

»» "YOU CAN WE SEE MY WORK at Balmain markets every Saturday and at Kirribilli on the fourth Saturday of every month. Check out www.smitten.com.au." ▶

