



The intricate molds into which Elizabeth pours her soaps are the remarkable works of an artist in France.

THE ART of CRAFTS

BY Karen Callaway
PHOTOGRAPHY BY Marcy Black Simpson

A bubbly North Carolina entrepreneur lathers her way to soapy success.

Elizabeth Connor's love of arts and crafts began at the tender age of 5 when she curled up in her grandmother's lap and learned how to stitch. That sparked an effervescent enthusiasm for handicrafts, particularly hand-poured soaps.

This avid arts aficionado grew up in Charlotte's historic Myers Park neighborhood where she enjoyed piano, clarinet, and voice lessons, and she spent most weekends trotting around horse show rings from Palm Beach to New York. These experiences taught her independence, discipline, and the value of hard work while honing her multitasking skills—all invaluable tools for a business owner. When she graduated from Rhodes College with a degree in literature, Elizabeth decided to test the waters for a craft-based business by staging a small holiday crafts show. Her wares, especially her soaps, were a hit, and Made by Elizabeth was born.

Though she started out making her products at home, Elizabeth has moved her operations to the kitchen of her nearby lake house, with the remaining rooms designated for other parts of production. She makes all the soaps and candles herself but has a little help during her busiest times with

packing and such. Elegant copper-colored boxes house her products, and they all bear the graceful peacock that she has adopted as her logo.

The quintessential scents of Elizabeth's products instantly evoke sweet memories. "The most popular fragrances with Southern ladies are magnolia and lilac," she explains. "They remind them of the flowers that bloomed in their grandmothers' yards." To those two scents, add vintage gardenia, fresh white peach, and a handful of other delicious fragrances and you have a veritable bouquet of garden favorites. The soaps are a delight for the eyes as well as the nose—the bars are molded into fanciful shapes such as flowers, fleurs-de-lis, and Celtic knots—and she continues to add shapes and scents to her repertoire.

Though she started this business at a young age, Elizabeth has no doubt that she's chosen the right path. "I've been a crafter my whole life, and Made by Elizabeth is really just an extension of my passion," she says. With that much love poured into her products, this vivacious soap maker is sure to have plenty of bright—and bubbly—days ahead. ❖

For information, contact Made by Elizabeth at 704-817-0305, or visit madebyelizabeth.com.

"I think it's fun to have something that is as *beautiful* as it is functional."

—Elizabeth Connor

