

## The business of wigs

Grassroot News N.W. - In life you can make a living by supplying a service to those who make the most out of living. Some women have a consistent interest in updating their personal appearance. Entrepreneurs like Mrs. Christine Robinson, 39, helps fulfill these desires with Christine's Hat and Wig Shop. "Basically, I own and operate a retail establishment dealing with wigs and custom hat designing. I usually work on the order of a beauty shop. I take orders and mix and match hair. It's intriguing and a lot of hard work."

One business item that sets Mrs. Robinson apart from other Black entrepreneurs who make a living creating and enhancing beauty, is her location. She's located downtown at the start of the bus mall. "When I decided what I wanted to do, I looked around at shopping malls but there was a waiting list already. Because I had a good financial listing, I was accepted in the U.S. Bank Plaza. I reasoned that with hats ranging from \$30 to \$200 dollars I would have more foot traffic and hit those who could afford that price downtown than in Northeast. I had a business in Northeast Portland and it was always getting its windows knocked out and typewriters stolen. At this downtown location I haven't had that problem. The main thing in business is the foot traffic. You need people to see you and they see me."

Her business activities extend beyond the regular counter work. "In the late 70s I did fashion shows at the Benson and Hilton. I've also established shows out at West Linn and various country clubs sponsored by women's clubs. In Northeast Portland I sponsored many shows at churches. I also take care of my books and really watch so I won't overstock an item."

Since Christine's Hat shop began in 1977, prices have risen accordingly. She responded to a question whether



Christina Robinson and her husband survey wigs and beauty products for sale at Christina's Hat and Wig Shop.

(Photo: Richard J. Brown)

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