

Regan Greenwood

She says she used to struggle to keep her eyes open in her university classes, yet managed to fill her notebook pages with ink scribbled fashion sketches.

She says she used to feel completely lost in life, and often fantasized about just packing up and moving away.

But today, that's all changed for Regan Greenwood.

Greenwood, once an aspiring architect, pushes open the large wooden door to her chic Osborne Village boutique, Style Bar, which she opened herself a year ago.

The once-timid girl known for convincing her elementary school teachers to keep her more stylish, outdoor shoes on inside the classroom has found her niche in life.

It's Saturday afternoon and Greenwood's disheveled, blonde hair flies in front of her face from the gust of wind that almost pushes her into her store.

"I'm sorry I'm late, I just came from my soccer game," Greenwood says apologetically, balancing her coffee cup and two bags, and nestling them behind the main counter of the store.

She smiles as she takes a sip of her coffee and plunks down on one of the leather couches under a white, decorative set of deer antlers that sprout out of the wall.

“I guess I still am kind of shy in a way, but I really needed to make this dream happen for myself, and that all started with facing things head on,” she says softly.

Greenwood looks up from her coffee cup and says that if she didn’t force herself out of her shell as a young adult, she would never have learned the necessary networking skills she has today.

Sporting a striped, oversized sweater that hangs off her petite 30-year-old frame in just the right way, Greenwood mirrors the style of her store, which she describes as effortlessly chic.

“I remember having a 1.1 GPA my first semester in University, I just hated what I was doing in my university career,” says Greenwood, almost looking as though she’d tasted something sour.

Greenwood’s boyfriend Shane Daerden said he couldn’t picture his partner failing university, or anything in life.

“She’s incredibly organized in all areas of her life, and pays incredible attention to detail. It’s probably a big reason as to why she’s so successful with her business,” said Daerden.

Greenwood says she went through a “quarter-life-crisis” at age 19, realizing while on a Mexican vacation in March of 2004 that she needed to make a major life change.

Greenwood explains that she wanted more out of life and that she needed to take a risk, meet new people, and get out and do something that scared her.

“I think it was all the different sorts of people I met while I was on that trip, everyone just seemed like they were so passionate about different things. I wanted that too,” explains Greenwood, her voice rising.

“I was on my way home and started really thinking. What was I doing in a computer usage class? I just knew I needed to get out so I called my dad and told him how I wanted to go to fashion school. I didn’t know what else to do,” says Greenwood.

“I’ve always loved clothes, I just didn’t think this sort of thing was an option, so before this, I decided to go into architecture and took all my courses to gear myself toward that,” she added with an eye roll.

Shortly thereafter, Greenwood was accepted into New York City's Fashion Institute of Technology, ranked among the top five fashion schools in the world with celebrity designers like Calvin Klein on their alumni list.

"My dad said no way in hell, New York City was way too dangerous, so we came to a compromise and he said he'd let me go to California where we have relatives," she says, touching her thin, gold bracelet on her wrist.

Months later, Greenwood moved Los Angeles to attend the highly acclaimed Fashion Institute of Design and Merchandising where among her classmates were reality TV stars Lauren Conrad and Heidi Montag of the popular teen shows, *The City* and *The Hills*.

"They arrived when I was in my second year and it was pretty funny, everyone went from sweats to really nice outfits as soon as the cameras starting following them around campus," she says of the famous duo.

Greenwood's best friend of 15 years, Ashley Spencer, said although many described Greenwood as introverted, it was no surprise she took action of her dreams.

"When Regan has her mind set on something, she makes it happen, she's always been that way," said Spencer, also 30.

Greenwood says she remembers what a culture shock it was to arrive in L.A., especially as a self-proclaimed “shy girl,” who shared a bedroom with three other classmates.

Along with the encouragement of her professor, also known as TV actor Ben Stine’s brother, Greenwood graduated at the top of her class, with a 3.9 GPA.

“At \$50,000 per year, you kind of have to be serious,” she adds with a playful smile and a wink as she folds a grey Cashmere sweater and excuses herself to tend to a new customer.