

Happy endings

Funerals are still a bit of a taboo subject. We don't want to think about the deaths of loved ones, let alone our own, so the subject of how we are going to mark the end of our lives often goes undiscussed.

But Louise Harris, from Wooburn Green, is changing all that. "If I were to pop my clogs tomorrow, I'd be remembered for laughing, and if I die at 90, I'll be remembered for being young and carefree," she smiles.



Louise is a happy young mother, who launched her funeral event planning company because she thinks more people these days want to do something to celebrate people's lives, not just mourn them.

"Sentiment Ltd is for all those who would feel it is impossible to sum up their loved one's life in 20 minutes," explains Louise. "I have prepared a short video to be played at my funeral along with a video message and I must admit I was laughing through most of it!"

The firm, based at Wooburn Green, specialises in wakes, farewell parties,

memorials, alternative funerals and private burials, and has full production facilities for filming, music, and memorial montage. "We do not do the work of funeral directors, we work with them and we don't 'take over', we work very closely with the family."

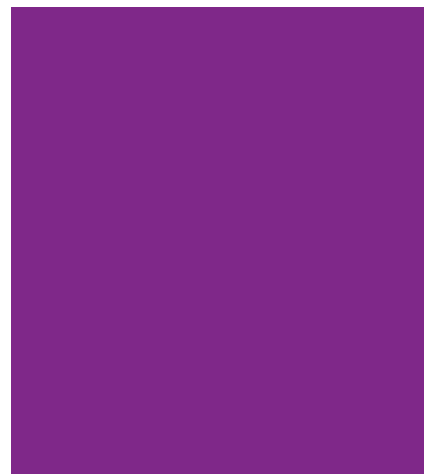
As well as organising the event itself, Sentiment will create videos, funeral favours, themes and personalised memorabilia. They can also direct a family to a funeral director and act in an advisory capacity.

Louise formerly worked in the field of event organisation and production in London, and was inspired to create this service after the death of her grandfather, whose death and life were celebrated with a party for 500 people. A recent client, she says, worked with her during his long illness to prepare his funeral event in a marquee, with hot air balloons and afternoon teas on his lawns.

"Every life is different and I believe every funeral, wake and life-celebration can be too," says Louise. "My aim is to take the pressure off people at a very difficult time and I've had a number of people say to me, 'I wish I'd known about the service when my husband died'."

Currently Sentiment is only available in the South Bucks area but Louise is hoping to develop it into a franchise eventually, and has had a very positive response from funeral directors.

Contact: www.sentiment-ltd.co.uk



SUCCESS STORY

Clare is happy to make up

A Penn-based woman Logue is celebrating being chosen to join a prestigious team of makeup artists. Clare Longue, a professional makeup artist with over 10 years' experience, has been personally selected to join celebrity makeup artist Daniel Sandler and represent his award winning range of makeup in the Berks, Bucks & Oxford area.

Daniel Sandler, whose clients include Naomi Campbell, Kate Moss and Yasmin Le Bon, sells his own range of products through the Urban Retreat, Harrods and the idea of his regional team of make-up artists is to bring his make-up and expert knowledge to women all over the country.

Clare had to go through a tough selection process to be chosen for the team and has now completed training with Daniel and was lucky enough to be part of team Daniel Sandler during London Fashion Week in February.

Clare specialises in Make-up Masterclasses, Bridal and Special Occasion Makeup and Fashion/Photo Shoots offering a mobile service as well as having a makeup and beauty studio based in Penn, Bucks. Contact Clare Logue at clare.logue@danielsandler.com

If you have a story for Women in Business, please email danihut@talktalk.net