

## Seventh Goddess is Closing

*A business that opened to serve the community hopes to go out the same way*

February 3, 2011, Albuquerque, New Mexico. Since 2005 Seventh Goddess has been helping Albuquerque women feel sexy and adding new zest to countless relationships with their you-can-talk-about-anything-here approach to selling "extraordinary lingerie and intimate accessories." Owner Deborah Reese has announced that she'll close the doors for good on March 4 this year.

"Unless someone has been living in a cave for the last few years, I doubt I'll have to do any explaining about why I'm closing," said Ms. Reese. "Seventh Goddess has been so much fun and such fulfilling work — I can't count the number of times we've been told we saved a marriage — but in the new economy it seems like it's all struggle and no fun. There are some steps I considered taking to save the business, but they involved compromising my standards, values and commitments, and I'm just not interested in doing that."

Rather than leave her customers in a lurch, Ms. Reese has teamed up with five fabulous local businesses that provide some of the products Seventh Goddess sells, and that will redeem Seventh Goddess gift certificates after she closes on March 4: Self Serve, Martha's Body Bueno, TLC Intimate Apparel, Free Radicals and Cicatrix Design Custom Corsetry. Ms. Reese said, "My biggest goal is to close with the highest level of integrity to my staff and my customers, and if possible, I'd like to help out some other great local businesses at the same time."

When asked what advice she might give to people interested in starting a new business right now, Ms. Reese said, "In many ways it's a good time to start a new business — rents are lower and you can get great deals to minimize your initial investment and let you start out running lean. In this all-about-price economy, don't even dream of competing with the big-box and online discount stores; create a business that provides a product or service that the customer is *compelled* to get from you."

When asked what's next for her, Ms. Reese responded, "All I can say for sure is that I'm definitely NOT taking my business online or doing any type of retail. I plan to be still for a while, and listen to what the universe is asking for that I am uniquely qualified to provide. I have an enormous amount of knowledge, education, experience and skill in relationship and change psychology and I want to put that to use, possibly by offering my services to companies, groups and individuals struggling with transitions."

Seventh Goddess's "to-the-walls" liquidation sale begins February 3, 2011. Through Valentine's Day, discounts will range from 20 to 40% off, then 35 to 50% off February 15 through 21, 50 – 75% off February 22 through 28, then whatever's necessary to empty the store by March 4, 2011. "People are always trying to buy the lovely antiques that I use for displays in my store, and now they can actually can," said Ms. Reese.

**Self Serve**, [www.selfservetoys.com](http://www.selfservetoys.com), 3904B Central Ave SE, Albuquerque, NM 87108, (505) 265-5815.

**Martha's Body Bueno**, [www.marthasbodybueno.com](http://www.marthasbodybueno.com) (online only), (505) 286-2112. **TLC Intimate Apparel**, 1100 San Mateo Blvd NE #28, Albuquerque, NM 87110, (505) 266-3997. **Free Radicals**, [www.freeradicalshq.com](http://www.freeradicalshq.com), 300 Yale Blvd SE, Albuquerque, NM 87106, (505) 254-3764. **Cicatrix Design Custom Corsetry - Kate Koeninger**, [www.cicatrixdesign.com](http://www.cicatrixdesign.com), (available only after Jan 2012), (505) 238-6864.

**Seventh Goddess** opened in April of 2005 and is owned by former ProLaw Software co-founder, Deborah Reese. The shop is located at 3503 Central Ave NE at Amherst in the heart of Nob Hill in Albuquerque. Phone is 505-243-8025. [www.seventhgoddess.com](http://www.seventhgoddess.com).

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