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JULY 2011

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Ashley Kelsch

OWNER, TEDDIES FOR BETTYS

BY ERIN QUINN

PORTRAIT BY EMILY NUNEZ

What began as Ashley Kelsch's quest for a more fun career than her real estate gig has turned into one of the trendiest stores in Austin. After moving here from Hawaii three years ago, Kelsch opened Teddies for Bettys, a boutique with fashion-forward intimates and sexy lingerie that recently moved to the hot 2nd Street District. "I love that no matter who comes in here, whether it is women looking for everyday bras or men shopping for presents, they always leave happy," she says. While she wears mostly neutral colors, Kelsch jazzes things up with bold accessories and stylish accents. Here are a few of her favorite things.



Ashley's Top 10

1. MAC LIP GLOSS "POSH IT UP." This neutral, pale pink shade is the perfect natural shimmer for day and night.

2. MAUI JIM AVIATOR SUNGLASSES. I've been wearing this label for 10 years, and the aviators are by far my favorite. They are big and provide a lot of coverage.

3. MOSCOW MULE FROM SECOND BAR + KITCHEN. Refreshing and crisp, this is the absolute perfect drink.

4. T-SHIRT DRESSES. I wear these layered, dressed up or down and with boots or wedges—the options are endless!

5. MARIE JO JANE T-SHIRT BRA. An everyday bra with a lot of feminine kick.

6. LADY BIRD LAKE RUNNING TRAIL. It's my happy place, and my favorite thing about Austin.

7. KEVIN MURPHY EASY RIDER. This anti-frizz styling product is an absolute must. My short hair is thick and wavy, so I smooth this on and get out the door.

8. ELSA PERETTI BEAN NECKLACE. This simple silver charm necklace is classic and meaningful. It was a gift from my husband because my nickname is Bean.

9. MOTHER WIDE-LEG JEANS. I love the fit of these jeans; they are like my modern day bell-bottom. They are the best-fitting jeans and look great with wedges.

10. FRANCO SARTO WEDGES. Each spring they come out with a new wedge that I wear out by the end of summer.

