

Passion for Fashion in Largo



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Martha I Stefanidis, founder of apparel manufacturer MGI Graphics, Inc., has a passion for fashion. The garment industry veteran established her Largo-based company in 1995 and has since developed a wide array of products born from innovative technologies. Her new line reflects the entrepreneur's desire to create items that effectively fit the wearers' needs. Noting the lack of truly functional undergarments for women, I Stefanidis chose to "launch my own line that the average woman could wear all day; one that tones the body without sacrificing comfort." **N-fini™** was born.

I Stefanidis looked to the **Pinellas County Business Development Center (PCBDC)** for guidance as she set out to launch N-fini™. A PCBDC's resource partner's scholarship provided the tools and one-on-one assistance to complete a marketing plan for I Stefanidis' new line. Working through the plan, I Stefanidis branded her new product and planned the future expansion of her business. She attests, "The Business Development Center helped me become a better planner. With a sound marketing plan in place, I was able to overcome some of the challenges brought on by the recent economic downturn."

In her quest to help others through her business enterprise, I Stefanidis began working with **Prison Rehabilitative Industries and Diversified Enterprises, Inc. (PRIDE)**, a non-profit organization that helps individuals recently released from prison. MGI Graphics provides opportunities to help former prisoners again become productive members of society. As her company expands, I Stefanidis hopes to help even more people in the future. "With the help of the Business Development Center, I hope to expand in the near future and make N-fini™ a leading brand of women's shape wear," she says.

Learn about N-fini™ at www.n-fini.com.

Visit the Business Development Center at www.pced.org/entrepreneurs to discover programs designed to move small business ahead in Pinellas.