

## Purple Rain Spa – A Brampton Business that provides relaxation for all



Lorraine Smith is the owner and operator of Purple Rain Spa Inc. In the heart of Downtown Brampton, this business offers a unique blend of spa treatments geared toward ensuring clients' needs are met. As a full-service spa with an expert team of Estheticians, they provide specialized services such as couple's getaways, organic spa products, and diabetic care services. Their areas of specialization, attention to detail, and passion for excellent care create an experience that clients love. ***"When my clients leave, they leave smiling,"*** Lorraine proudly exclaims.

### Finding the Idea

Lorraine, born in Jamaica, came to Canada at the age of 14. She explains, ***"as a child, I've always known that I was going to be an entrepreneur, I've always known that I was going to have my own business."*** Lorraine did not know the type of business she wanted to own, but she knew the larger picture was to be her own boss. After years of taking care of herself and her family, Lorraine noticed that information on caring for darker skin tones was incredibly lacking. To better educate herself on the topic and learn everything there is to know about skincare, she went to Yorkdale Esthetic School. Yet even after her formal training, she still only had minimal information about how best to treat darker skin tones. So, Lorraine decided to be the change she wanted to see in the world and became dedicated to creating skincare treatments that cater to the underserved in the beauty industry. Thus, in August of 2014, Purple Rain Spa opened its doors to the public.



### Facing the Fear

Starting a new business comes with its fair share of challenges. Lorraine had to find a viable space in the heart of Downtown Brampton and hustle to build a clientele. Thanks to her talent and exceptional attention to detail, she was able to overcome those obstacles. The biggest hurdle that got in the way of her business' growth turned out to be Lorraine herself.

Purple Rain Spa started as a one-woman operation, but client demand grew due to her excellent work. As Lorraine explains, ***"...clients wanted to bring their friends, their mom, their***

*sister...*” but she did not have the space nor the staff to accommodate their demands. She knew it was time to expand, but fear got in the way. **“Can I really do this? Am I going to find the right people to help me? Am I going to be stuck? Do I really need to take on more expenses?”** are some of the questions Lorraine asked herself. She was afraid because the growth of her business went far beyond what she had dreamed.

How did she overcome this fear? Lorraine says, **“I just decided that I’m going to do it, and wherever it falls, it falls.”** This leap of faith paid off, and she now has four rooms and staff to accommodate groups and individuals alike. Looking back on that time in the life of her business, Lorraine explains, **“I got in my own way. And I think for many people that’s actually the case. It’s not that they don’t want to do it; it’s just the fear of what will happen that get’s in the way.”**



### **Facing COVID-19 as a service-based business**

As per the pandemic guidelines, Purple Rain Spa had to close down to ensure everyone’s safety. Lorraine decided to use this downtime to participate in the Starter Company Plus Program offered by the Brampton Entrepreneur Centre (BEC). The program **“...was very informative, and even though I have been in business for a while now, I realized that there were still a lot of things that I didn’t know. I learned a lot that I am now implementing in my business”**. In addition to the excellent business knowledge, the program’s grant also helped her business stay afloat. With all her new training in tow, Lorraine says that she is **“hoping to take the business to another level, get into more marketing, and focus on building my brand even bigger.”**

### **Facing the Future**

Approaching her seventh year in business, Lorraine is optimistic about what lies ahead. Despite all the downsides of the pandemic, Lorraine says the ‘boom of zoom’ means people have to be on camera more often and are more aware of how they look. **“Appearance is still a big thing, even more so now,”** Lorraine explains. She looks forward to getting back to serving her increasingly diverse clientele once it is safe to do so.

Her advice to all those looking to start their entrepreneurship journey is to **“go for it! Do it! Don’t let anything hold you back!”** Despite all the challenges of the job, Lorraine values her

journey as an entrepreneur. She explains that as a Black woman in the industry, ***“not everyone is going to think that you should be doing what you’re doing and not everyone is going to think that you deserve what you have. But I don’t let that bother me.”*** Lorraine’s tenacity and passion for providing the best care to all members of the community means that the future of Purple Rain Spa is in good hands.

To find out more about Purple Rain Spa Inc.,  
you can head to their [website](#) or visit them on [Instagram](#).