

# Tara Solberg

Founder and owner of Few and Far and Indigo Love

At this IWIB Event Tara will speak on "*Thriving Not Just Surviving Through Uncertain Times*"

Tara Solberg is a creative soul with an entrepreneurial spirit, Tara is the founder and owner of both Few and Far and Indigo Love, two halves of one thriving business based on the beautiful South Coast of New South Wales.



Tara has built a multi-layered business comprising retail, wholesale and online offerings of one-off treasures and thoughtful home wares for which the brand is known.

Tara grew up in Jervis Bay before moving to Sydney to attend the University of NSW' College of fine Arts, where she completed her Bachelor of Design. All the while, the South Coast continued to call Tara home, and during her final year of study she landed the covetable position of "Ladies Designer" with one of Australia's most reputable surf brands, Ocean & Earth.

This phase of Tara's life would continue to be defined by love, change and adventure as it was during her time in this role that she met and fell in love with fellow graphic designer, Danny, who would become her partner in life and business.

In Under 10 years the pair have grown the business into one that is trusted and beloved, both locally and across the globe.

Aside from their loyal following of shoppers, designers and retailers, Tara and Danny have received international accolades for their accomplishments in business.

The Global Innovator Awards (gia) honours excellence in home goods retailing around the world. In 2019, Few and Far was nominated to represent Australia at these awards and were honoured to be awarded the title of Global Honouree from out of 32 countries.

Tara is equally passionate about education and equipping fellow entrepreneurial women with the tools they need to thrive in business, which led her to launch The Retail Academy and her own series of online courses as well as a successful accompanying podcast.