

AN INTERVIEW

"It was during my **hard times**
that I discovered **my passion.**"

ELIZABETH DWOMOH

Founder A.Tiwaah wigs

She
#DIDIT

Every setback is a comeback

Did you know that some say children already know what their purpose is in life, but through life experiences this knowledge gets lost and it's up to them to rediscover it? That was definitely the case for Elizabeth. Growing up in England, she used to spend her time after school at her aunt's hair salon. Through watching her aunt she learned all the tips and tricks of dealing with hair/wigs. It made her fall in love with the craft by creating fun hairstyles. **This was her safe haven, the place where she felt at home and validated.**

Fast forward to a couple of years later. Elizabeth found herself going through a difficult time in her life, and not knowing how to get out. At that moment her inner child gave her the precious gift of reigniting her love for wigs. She used to wear her creations to work and people loved it. Showered by many compliments, she shared this with her sister and so the fire was ignited to start her own business. The rediscovered purpose restored her inner peace, and made her look towards the future.

In the beginning, Elizabeth didn't see herself as an entrepreneur, her lack of self-confidence made her minimize her work experience. Nowadays she's proud of her journey, and is happy to call herself a womenpreneur who went through it to be where she is now.



“Being an entrepreneur should be passion driven, not based on just money. You’ll have moments of losing money and gaining it. Make sure you stay motivated during both.”

— ELIZABETH DWOMOH

**#She
DIDIT**

Turn inspiration into motivation

Nowadays she has an extensive range of products, accessories and offers different services. Growing as a brand was not without learning lessons. As she grew older, both personally and professionally, quality became more important than quantity. The latter can be seen in the number of orders she receives. Her clients also contribute by bearing patience as long as the quality meets their needs.

Having strong female role models also heavily influenced Elizabeth's choice to persevere. Her mother, sister, aunt and grandmother are all entrepreneurs. Strong family DNA over here. This doesn't surprise her since Ghanians are known as being ambitious (I mean, gain strength from your roots, ladies)!

If you think you've read it all.. you're wrong. Elizabeth's attention is split between her wig business and studying occupational therapy. Yet, as with every obstacle in her life she learned to see the value of it. This split has taught her to plan, brought many frustrations, but mostly keeps her alert and focussed! Her busy life doesn't refrain her from already brainstorming about her post-student life as an entrepreneur. We can't wait!