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Belinda Seper

“Uplifting the Soul”

Belinda Seper is a retail fashion phenomenon. Starting her career by working both as a part-time model and in the Army Reserve's Intelligence Unit where she rose to the rank of captain, Seper is now one of the world's most respected fashion buyers and retailers.

Opening her first 'Belinda' store in Double Bay in the early 90's, Seper has turned a loan and a hunch that there was a gap in the retail clothing market into a runaway success in Australian fashion. Known as 'the patron saint of Australian designers', Seper has now built a multi-million dollar luxury retail brand that has earned her an international reputation.

As a retailer, Seper is repeatedly awarded for the service and product she provides. In 2002 Seper's latest concept, 'The Corner Shop' in Sydney's eastern suburbs received the honour of being named in British Vogue's '100 Coolest Shops in the World'.

Seper understands that clothes are as much about uplifting the soul as they are about creating a superb look. By creating a head-to-toe shopping experience that incorporates an uncommon level of communication, consultation, and privacy with her clients, Belinda has earned an unusually high level of customer loyalty.

Creative, spontaneous, and wonderfully entertaining, Seper relates her own experiences and understanding of the human condition to show audiences how they can be courageous in their decision-making and how to improve their customer relationships.