

Pillow Talk

When Monica Miraglilo (pictured) was brainstorming business ideas with her husband, Michael, she considered the popular Build-A-Bear phenomenon. The idea, however, seemed too unoriginal for the fashionable and creative QVC model who always had a love for interior design and home décor. So she started with the same concept of providing customers with the materials to build something from their own creativity and raised the sophistication factor. The result: **Fill-a-Pillow**, an upscale build-your-own throw-pillow boutique. “I love pillows and I love fabric,” says Miraglilo. “It was a natural fit for me.”

Toss in the fact that she has no market competition, and this entrepreneur has a growing success story on her hands.

An array of fabrics awaits you at this Haverford boutique; from Ralph Lauren and Brunschwig & Fils to contemporary prints and one-of-a-kind vintage scarves. “I don’t keep a lot of inventory, so I’m always bring in new fabric,” says Miraglilo.

In addition to luxe fabrics like chenille and velvet, her stock of pillow skins includes leather, rabbit and cowhide. Customers can also trim their pillows with

imaginative accents—feathers, beads, crystals, tassels, buttons, zippers and piping are just some of the options. Bring in your own fabric, have a pillow monogrammed or personalize a “memory pillow” with a favorite snapshot. In-house seamstresses allow for a quick turn-around time for the pillows. Your creation can be done on the same or next day.

Miraglilo hopes that her store will become a gathering place for friends; she hosts a variety of get-togethers, from bachelorette parties to ladies’ nights out.

“It’s a social thing for women to be creative,” she says.

Miraglilo also has a dedicated children’s area, The Kid’s Pillow Patch, toward the back of the store. It’s filled with bright fabrics, beads and trim so kids can design their own pillows while Mom is up front working on her own. “We also host children’s birthday parties,” Miraglilo says.

Fill-a-Pillow’s prices are based on fill, fabric and trim, and range from \$35 to \$300. **403 Berkley Road, Haverford, (610) 649-5040.** —*Tara Behan*

PHOTOGRAPH BY LUIGI CIUFFETELLI

