

## Tara Solberg

Creative to her core and entrepreneurial in spirit, Tara Solberg 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 homewares for which the brand is known.

Tara grew up in Jervis Bay before moving to Sydney to attend the University of New South Wales' College of Fine Arts, where she completed a Bachelor of Design. During her final year of study she landed the coveted position of 'Ladies Designer' with one of Australia's most reputable surf brands, Ocean & Earth. 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.

Whilst travelling abroad for her previous role, something sparked. It was then that Tara and Danny realised their shared dream of owning their own furniture and homewares business based on the simple goal of 'Bringing The World Home'.

The story of Tara and Danny's business definitely reads fast. In under ten 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.

Along with her business, Tara is equally passionate about education and equipping fellow entrepreneurial women with the tools they need to thrive in business, which has led to the launch of TRADE WINS an online course and accompanying podcast series.

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