

# Renaissance Costumes Create A Profitable Internet Venture

MAYA SHVED  
Bronx Staff Writer

Amongst the vast passages of cyberspace there lurks a dark and mysterious place, a virtual home for the modern serfs and ladies for the knights and their lords.

Here is the business of Lena Dun, a specialist in medieval costume retail.

Born and raised in Stockholm, Sweden, Ms. Dun came to America to visually manifest the spirit of Moresca (a dance that spread through Europe in the late middle ages), in the form of quality clothing and costume of the Renaissance. ([www.moresca.com](http://www.moresca.com)).

Ms. Dun caters to the devoted enthusiasts of the Middle Ages and those who wish to recreate such times through plays and theatrical productions. Her products range from flowing Verona dresses to capes to tunics and Muchado bodices.

Within the past seven years, Ms. Dun employed Internet technology in order to make her business more profitable. As it has been the trend for small business in the last few years, more and more small businesses are finding that the Internet is a cheap, quick and accessible way to market and distribute their products. The orders are pouring in.

In this environment, she is not alone. Emarketer, a provider of Internet business statistics, reports that online retail sales in



FILE

the US are expected to reach \$51.5 billion in 2002, up forty percent since last year. And the numbers are steadily rising as more business is being converted and more people are becoming comfortable with online purchasing.

The face of business is clearly changing, being shaped and molded by our ever-advancing technology. In the first half of 2000, the Internet Economy supported

600,000 jobs, today it directly supports over 3.088 million according to the University of Texas' Center for Research in Electronic Commerce.

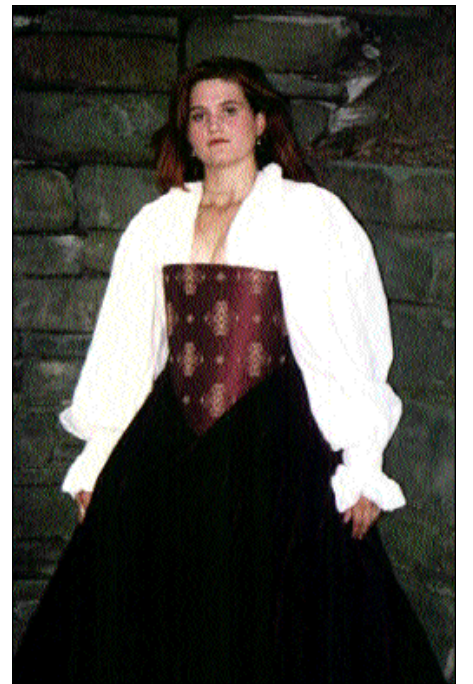
Ms. Dun here has clearly made a sound business program, combining her passion for fourteenth century apparel with twenty first century commerce. The combination has allowed her enterprise to grow, and even though she has no plans on expanding this business, she has recently taken up a new venture. She plans to coordinate receptions and weddings at a beautiful fourteenth century style banquet hall in Ulster County New York.

Hers is a delicately furnished website, where a jester leads a visitor through various rooms containing Ms Dun's apparel. The site includes everything ranging from pictures of costumes to Renaissance fair photos to her personal history. It is pleasing to the eye as well as appealing to the buyer.

Navigating through the site, one visitor reported a sudden urge to throw on a bodice and enter an enchanting fairy tale world that only imagination could provide. The website is bright, colorful and mildly comical, it is easily navigated and most importantly sticks in the reader's mind.

With more and more small businesses staking their Internet domain, what used to

be our old understanding of commerce is quickly evolving into a great new cyber industry where anything and everything is right at buyers' fingertips. No matter how far or how foreign, the old barriers of time and space are seemingly less and less significant.



FILE

## Study with the Best at Lehman College

THE CITY UNIVERSITY OF NEW YORK



Dr. Joseph Rachlin, Dean of Natural and Social Sciences, teaches, does research, and mentors students

Apply  
now for  
the Fall  
2002  
semester

Stop by at our Student Recruitment Office in Shuster Hall Room 158  
Call 1-877-LEHMAN-1 • Visit our website at [www.lehman.cuny.edu](http://www.lehman.cuny.edu)