



# SONS & DAUGHTERS



# Sons & Daughters reaches for the sky with its rainbow creations

Before starting her business, Sons & Daughters entrepreneur Sonya Rechenberg, was searching for a purpose. *“I dabbled everywhere, but it wasn’t what I really wanted to do, it was just a means of making ends meet.”* As it turned out, all she needed was a clean sheet.

A fan of tie-dye patterns, Sonya would order tie-dye bed sets from local producers. But standard tie-dye bed sheet sets were hard to find and she realised that this was a gap in the market worth filling.



*“My husband told me one day, ‘why don’t you just do it yourself?’ The idea took on, and I started going to second-hand shops, getting some white sheets and bought a few colors,” she said.*

When she first kicked off the business in 2017, Sonya faced some early challenges around technique and branding. *“I tried a few sets but it didn’t work out, so I just stopped. I took nearly a year of self-teaching; I devoured whatever I could from the Internet and also with some help and advice from some family members and friends. It wasn’t until in 2019 that I was finally comfortable and confident enough in myself and the art of tie-dye to start again,”* explained Sonya.



*“I devoured whatever I could from the internet...”*

*"I was operating under Frangipani Ally Creations and it wasn't really going that well, business was slow and not many people knew about my tie-dye services. But I stuck it out; it wasn't until this year that I actually had to go through a rebrand. The main reason for rebranding was because I needed a logo for my business and the name that I used wasn't working well for creating a logo. So, with the help of a good friend who played a very large role in the rebrand, we became known as Sons & Daughters," recalled Sonya. "It wasn't until after the rebrand that Sons & Daughters finally became recognised in Honiara, in other provinces and in the Pacific. A significantly huge boost in getting*



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*Sons & Daughters widely known in Honiara came about too after I did a collaboration with Unice Photography, who did a marvellous feature of my newly introduced ice dyed clothing products. That was how I started out. It was just all tie-dye bed sets to tie-dye apparel. From then on, I never looked back."*

*"Sons & Daughters is a family business and one that I hope I can leave behind to and for my family, hence the name Sons & Daughters. 'Son' is my name, and 'daughters' means all the daughters of the Solomon Islands."*

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*“Having moved from the then trading name of ‘Frangipani Ally Creations’ to the new brand of ‘Sons & Daughters’, I was given the opportunity to establish a connection with my clients and audience on social media, and I finally had this sense of ownership of my brand and was also proud of what I created in my small business. The symbolic meaning of it is not just for my own family but for every family in the Solomon Islands and hopefully one day in the Pacific too,”* described Sonya.

Sonya operates Sons & Daughters from her home. Her products mainly



comprise of tie-dye bed sets, T-shirts and sarongs bearing her signature vibrant tie-dye patterns, but she also makes a beautiful range of earrings, key tags and tie-dye scrunchies, sold predominantly at local markets.

*“When Covid happened, my business was even slower and people were not moving around much. That’s when I was introduced to the small business community here in Honiara. A good friend of mine reached out to me for a collaboration at the Pacific Casino Hotel’s monthly local market,”* she said.

She continued saying that, *“through this, my business has also helped out other small local businesses by introducing them to these monthly markets. They include Pikinini Thrift n Things, Wanita Kecil, Swit Kona, Elijah’s*



*“I was given the opportunity to establish a connection with my clients...”*

*Treasures and Jowin's Creation. We always do referrals for each other to our customers."*

Thanks to the popularity of Sonya's products, particularly amongst young women and mothers in Honiara but also in the provinces and as far as Australia, Sons & Daughters has grown into a successful business that enables Sonya to maintain a balance between work and family.

*"The happiness in their voices and on their faces when they receive their order, that is the whole vibe. It's very satisfying and rewarding. A very good friend of mine runs a fashion business and she is a fashion designer. Just recently, we met up and she was shocked by the number of tie-dye bed*



*“The happiness in their voices and on their faces when they receive their order...”*



*sets that she has from Sons & Daughters,” shared Sonya.*

*“This business has been very enjoyable, because not only do I get to be able to create something, I get to do it at home with my family around me. I have my own time and I’m my own boss. Working a 9-5 job, you’re stuck at your office desk all day, every day,” she added.*

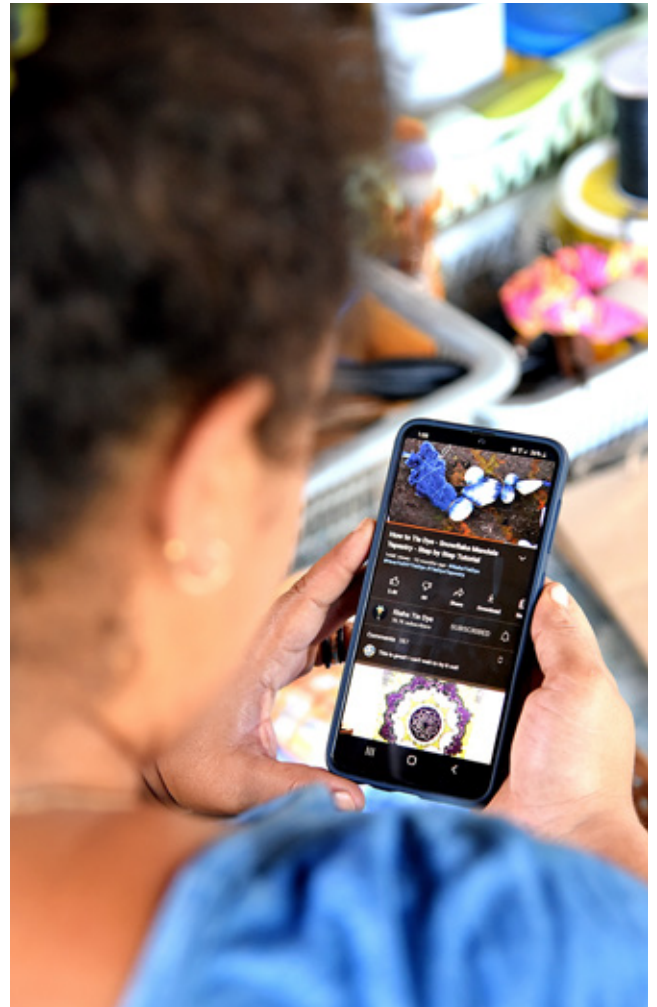
Sons & Daughters has had a social media presence since 2019, which Sonya continues to use to promote her products and share her business

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journey, posting photos and videos of her intricate dyeing process, stunning sheet sets and happy customers posing with her at local markets.

Initially, she was drawn to Facebook because it was *“a free platform of advertising. I couldn’t afford anything on the radio or newspaper. And it’s Facebook. Who doesn’t use Facebook?”* emphasized Sonya, before adding, *“I wouldn’t stop using Facebook, even if I were to have other means of running my business. It’s from my home to the world.”*

Having overcome the early hurdles in transforming Sons & Daughters into a successful reality and bringing colour and joy to her customers across the Solomon Islands and beyond, Sonya’s business journey is an inspiring one of determination, passion and perseverance. *“Every day is not the same. Reach for the sky. There are always rainbows at the end,”* she concluded.





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