#### STERLING HEIGHTS

# Daughter's gift to her mother turns into a niche business for cancer patients

#### By Gina Joseph

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It was out of love for her mother that led Karen Mac-Donald to create Wrapped in Love, a small business helping cancer patients all across the country who need comfortable but stylish clothing.

"It was about 10 years ago that I went to visit my mom in the hospital," MacDonald said, of her mother who had been suffering with cancer and pulmonary fibrosis for several years. It was Christmas Eve and while her mother usually enjoyed people stopping by this time she asked to be left alone.

"She told me she no longer wanted to receive visitors," MacDonald said, recalling the visit that broke her heart and inspired her to create something to make her mother feel better. "She felt she looked too bad in her state of illness."

Having worked as a public relations and marketing thing about fashion but she had at home and with



Karen MacDonald of Sterling Heights displays some of the socks created by the Soyad Brothers Textile Corporation for Wrapped in Love, a business that provides comfy and stylish clothing for cancer patients, a business inspired by a wrap MacDonald made to comfort her ailing mother.

specialist for retailers, Mac- nothing about sewing. So, a decorative flower pin that Donald knew a little some- she took some fabric that her mother loved fashioned

a no-sew-wrap that would fit over a hospital gown. It made all the difference

in the world.

"You could see the difference in her mood as soon actress and talk show host as she put it on," MacDonald said. "She was talking tion knee-high sock to raise more. She wanted to open awareness and donations her Christmas cards, the transformation was just the campaign every dollar amazing.'

was onto something leading other apparel that cantil eventually it became a business.

Today, MacDonald's line to tops that keep cancer paflashes and warm during father brought the technol-



Karen MacDonald, right, founder of Wrapped in Love looks at a sampling of socks presented by Laba Soyad, co-owner of Soyad Brothers Textile Corporation in Fraser.

chemo sessions.

Oh, and socks. Super cozy socks featuring cheerful sayings on the sole that make everyone feel better such as, "Hello Beautiful" or "Tough Cookie."

Once the company proved to be successful MacDonald starting giving back by using the apparel to raise awareness for cancer and donations. This past September she partnered with Kelly Ripa on a limited edifor ovarian cancer. During from each \$20 pair went The nurses noticed it too. directly to Ovarian Cancer And one by one they con- Research Alliance. During vinced MacDonald that she October's Breast Cancer Awareness Month she and not only to more wraps but Soyad Brothers Textile Cormore conversations about poration in Fraser and the manufacturers of her cozy cer patients might need to socks have partnered with make them feel better un- several automotive dealerships to raise money for breast cancer research.

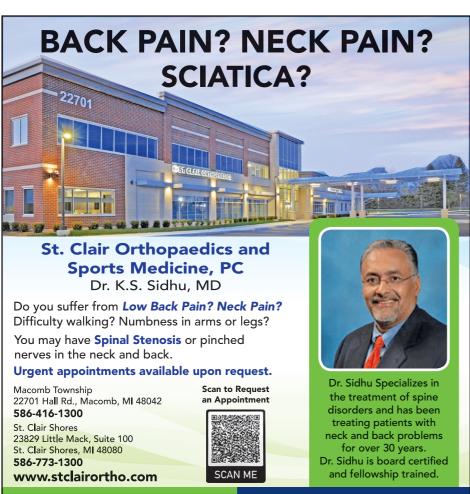
"I don't know of anyof clothing includes every- one who hasn't had something from soft head covers one in the family impacted and mastectomy camisoles by cancer. What she's been doing is phenomenal," said tients cool throughout hot Laba Soyad, whose grand-

ogy for sock manufacturing to Michigan more than 50 years ago. As a family-owned and operated business, Soyad said they've always made a point of giving back and were happy to support MacDonald's mission.

"We've been working together for six years," Soyad said. "It's always been a joy to work with her."

**During October's Breast** Cancer Awareness Month, Rafih Auto Group's four Michigan dealership locations will offer pop up shops featuring exclusive Wrapped in Love clothing and accessories for women fighting breast cancer. Also part of the promotion will be limited edition dress socks featuring the Audi, BMW, MINI and Porsche brands. During the promotion 50% of sales from the Wrapped in Love collection and 100% of all proceeds from the socks will go to the Dynami Foundation.

"My mother was my inspiration," said MacDonald. "Now I get my ideas from patients, survivors and health care workers. I think she would be very pleased with what she started."





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