

SOPHISTICATED LIVING

{Chicago's Finest}

THE

trailblazers, trendsetters & tastemakers

TEEN

Jan/Feb 2018

slmag.net

Lauren McGrady

Owner of RIDER for Life boutique in the West Loop and principal designer at RIDER by Design
(shoprider.us) // @ridershop

"Professionally I am trying to focus on being an excellent leader and teammate," says Lauren McGrady, 33, who, in addition to running her Lake Street shop for women's fashion, art, interior design goodies and apothecary curios, keeps busy consulting on residential design projects for some pretty cool Chicagoans (including actress and friend Sophia Bush). "Growing a business from seed to um... What is the largest tree in the whole world? A sequoia? Well, let's just say I am forever thankful to have an outstanding group of friends, family, mentors and customers to grow alongside. Personally, I'm working on self-care, taking chances and being okay with outside voices while trusting the grit that got me this far. My continued hope for Chicago would be for the West Loop and Fulton Market areas to maintain their authenticity and charm alongside the massive changes that are happening. This area is full of insanely delicious, beautifully designed restaurants—WonFun, I love you!—owned and operated by Chicago restaurateurs. It would be wonderful to see the retail scene follow suit."

