

# northwest

## Where Boys and Girls Can Be Girls

If you haven't heard of Victoria Sinclair's Over the Rainbow Transformations studio in Tigard, your first encounter might very well be through her Web site, [www.victoriasrainbow.tv](http://www.victoriasrainbow.tv). There, a stately looking Sinclair contrasting a saucy pinup clip art gal in the corner of the screen will greet you. This is all incorporated into every imaginable shade of Internet pink.

Sinclair's greeting would put the most timid cross-dresser at ease. Her home page message states, "I am here to help you bring out your most feminine self!"

She offers a wide variety of services, including makeovers, nights out on the town, movie nights, makeup lessons and sales, wig styling and sales, mannerism tutoring and shopping trips.

Web site links to photos of happy, transformed customers and the facility itself show that Sinclair is one dedicated and experienced fairy godmother.

She first started doing transformations for her friends in 2001. After spending a lot of time and money, Sinclair heard the voice of reason and opportunity. "One day, one of my girls said, 'You should really be charging for this service, you know?' I thought, 'Hmm...I think she's right.' I did it part time for the first three or four years, working out of suitcases or in the clubhouse at the apartments I lived in. Then finally we moved into this new space, and I have really been able to start offering all of the things I wanted to before!"

According to Sinclair, her customers range from occasional cross-dressers to post-operative transsexuals. "My clients come from all walks of life and are, quite frankly, some of the most well-rounded

people I know," she says.

Of all the beauty services she offers, Sinclair says the complete transformation package is her favorite. "I get to spend the whole day or evening with my client, getting to know them. Plus I am allowed the privilege of seeing the looks on their faces, and in their eyes, when they see themselves for the first time after I am all done. It is a lovely, relaxed time, and we always have so much fun!"

## Toting the Past into the Future

The Portland Luggage Company, with stores at 440 S.W. Fourth Ave. and in Beaverton Town Square, has carried what people like to carry for the past 90 years.

Robert Ganapole started the company by making packing trunks on a street corner near the waterfront in 1916. His son-in-law, Bill Simon, assumed ownership in 1955 and opened a Beaverton location in 1984. Siblings Gregg Simon and Wendy Liebreich took ownership when their father passed away in 1995. The two third-generation owners appreciate tradition but also have a taste for modern trends.

Gregg Simon got his start in retail in the record department of Woolworth's. "I was a big Supremes and Diana Ross fan," he says. "'Touch Me in the Morning' was on prominent display for weeks."

Simon, who is gay, began working in his family's store in 1981. "I didn't want to because it seemed like it would be boring," he says. "My aunt Fanny took me aside and said, 'It's every father's dream for his son to come into his business.' There was no way I could've said no to her. I actually liked it right away."

Simon and Liebreich have worked hard to bring Portland Luggage Company into the 21st century. The store boasts Northwest exclusives of the Tumi, Ghurka and Mandarina Duck lines of travel wear. "We don't want to be another store where you can buy what you get anywhere else," says Simon.

"My sister is excellent at finding wonderful travel gadgets," he adds. "In the '80s, she bugged reps to carry totes on wheels, and I used to get embarrassed. Now they're everywhere—she has great vision."

Liebreich also provides a popular packing and travel goods clinic in the store and at outside workshops. She teaches people about the newest travel innovations and how to pack for any type of trip.

## The Sky's the Limit

Every reminder of how serendipitous Portland can be is beautiful. Take the partnership of Lisa Pool and Erin Le Fevre. Pool was a property manager studying at Oregon School of Massage. Le Fevre was a massage

## business watch

MARTY DAVIS



Victoria Sinclair drinks a toast to the feminine in you.

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