

The Sweet Life for Swirl Chicago's Founder, Lisa Romano

BY PATTY CAVANAGH

Life is sweet for Entrepreneur, Lisa Romano, since she started her local small business, Swirl Chicago. They say happiness is doing what you love! I think Lisa has done just that. I am so excited to spotlight both Lisa and Swirl Chicago

1. Lisa, Please tell us a little bit about yourself and your background?

I was born and raised on the north side of Chicago in the Lakeview area. (Go Cubs!) I then moved out to the western suburbs over 25 years ago. My profession was a makeup artist for Nordstrom for over 21 years, loving the artistic and creative part of my job. I am a very proud mother of my two adult daughters, Arielle & Isabelle. I enjoy staying close to my family and friends. I am also a huge foodie and a music/concert lover.

2. What ignited the spark in you to start your business Swirl?

It started at a very young age with my love for arts, crafts & decorating. My first hobby was making jewelry. Once I had my daughters, I started making clothing and outfits for them.

During the pandemic, I started watching videos on social media of elaborate cotton candy designs. Cotton candy has always been my favorite treat since I was a little girl, so I felt very inspired. I invested in a commercial cotton candy machine and started making cakes immediately. I thought "better late than never", and started my first official business "Swirl Chicago" 6 months ago.

3. Tell us about how your business is evolving?

I started the company making beautiful, delicious cakes and individual party favors, along with glitter drink poufs. I started receiving orders immediately after my first post on Instagram. I have been lucky enough to have received orders and such positive feedback ever since. In addition to these treats, I will be offering a mobile, on-site service cart for weddings and events in the Chicagoland area.

4. What is your favorite thing about running your business?

I love that I am able to see the expressions of the customers when they receive their cakes and treats! Running Swirl Chicago has been very rewarding. I devote a lot of time to



creating, decorating and filling orders. I truly enjoy the work that I do.

5. How long have you lived in the community and what do you love about living here?

We moved to the downtown Glen Ellyn area over 7 years ago, and we are so happy to be here! I enjoy the friendliness of this community and relationships I have formed here. I love walking around the downtown area and shopping at the cutest boutiques, as well as going to all of the excellent restaurants here. However, at the top of my list is taking a stroll around Lake Ellyn. There's such a calmness that I feel when taking in the beauty of the lake and park.

6. What is one thing you want our readers to know about Swirl Chicago?

I use all the top ingredients when making my treats, all of which are gluten-free, vegan, kosher and allergy friendly. I am able to make dye-free and organic treats by request. I love working with my customers, building relationships and helping make their ideas and themes come to life.