

*“Smile and the world smiles back at you.”*

– ANONYMOUS

## BEYOND RADIANT

**C**elebrating her 10th anniversary of founding Beyond Shades Hunter Douglas Gallery, **RACHEL GREGERSEN** is a vibrant wife, mom, and window treatment expert with a passion for art, interior design, and travel. She makes homes more comfortable by selecting the perfect window coverings that enhance lighting, privacy, and energy efficiency. Specializing in automated window treatments, Gregersen collaborates with custom home builders, interior designers, and homeowners to elevate spaces with her unparalleled expertise.

**Most rewarding part of what you do?** The most rewarding part of my work is witnessing the pure joy and astonishment of clients after their project is completed. There’s something truly magical about seeing someone’s reaction when they realize just how much they love their new window treatments or shades, shutters, blinds, and drapery. It’s often a delightful surprise for them, as they marvel at the transformation and the impact it has on their daily lives. Knowing that my work has exceeded their expectations and brought such happiness is incredibly fulfilling and motivates me to continue delivering exceptional, personalized experiences.

**How should women support other women?**

Women can support each other by being present in both small and significant ways. Show up. Whether it’s sending a text, tagging them on social media, or offering a discreet favor, the key is to show up consistently. Encouragement, practical help, or just being there, builds a powerful network of mutual empowerment.

**How do you inspire others?**

I inspire others by setting bold goals and crafting a clear path to reach them. When I face setbacks, I tackle them head-on, dust myself off, and forge ahead. My approach shows that resilience and adaptability aren’t just about bouncing back but about charging forward with renewed energy. I encourage others to embrace their own challenges with confidence and determination.

*For more information, visit [bshades.com](http://bshades.com) and follow @beyond\_shades on Instagram.*

