

club

BRAMAN

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THE AMERICAN DREAM IN PALM BEACH

Aleksandra Efimova of Golfabella

M2: THE SEQUEL

2023 BMW M2

A DOGGED DEDICATION TO SERVICE

Jeffrey Eagle of Genesis
Assistance Dogs





REALIZING THE AMERICAN DREAM IN PALM BEACH

► **THE PROMISE OF THE AMERICAN DREAM** has long stood as a beacon of hope both within the United States and abroad. Its definition of fulfillment is as varied as those who seek it, but the premise remains—progress over stagnation, accountability over excuses, and hard work over hesitation. It's a recipe attempted by an ambitious entrepreneur but perfected by few.

This past June marked the 30th anniversary since Aleksandra Efimova embarked on her journey toward

the American Dream. She spent her youth in Saint Petersburg, Russia training in classical dance and visual arts amid equally rigorous academic studies. However, her unrelenting mind for business was underserved in her home country. Aleksandra ultimately decided to make her way to the Western world—arriving stateside in 1993. While at Eastern Michigan University, she simultaneously pursued an International Business degree and the greatest gift America has to offer—entrepreneurship.



Aleksandra took up modeling to help pay her way through her first years of school; but her years of competitive ballroom dancing ultimately inspired her first business. Despite still learning the nuances of the English language, she began cold calling and approaching local boutiques to sell her RP Collection—a line of dance wear and handcrafted shoes sourced from one of the top factories in Moscow. The same goal setting, discipline, and resiliency she'd cultivated as an athlete was proving invaluable in her newfound professional career, and upon graduation she opened a storefront on the prestigious Michigan Avenue in downtown Chicago. With a larger city, client base, and talent pool from which to recruit staff, Aleksandra's business thrived—evolving from a wholesale to retail model whose wares could be found in over 650 stores and major dance companies around the world.

Dreams can sometimes be interrupted, however. Fortunately, the nightmare of the COVID-19 pandemic awoke Aleksandra to the opportunity to add a new vision to her business portfolio.





In January of 2021 she swapped the confines and complications of the big city for Palm Beach—quickly falling in love with Florida, and it’s unofficial favorite pastime: golf. Within weeks, she’d taken up lessons and found herself to be a natural. Unfortunately, finding the perfect combination of function and fashion for the links proved challenging. Clearly there existed a market gap begging for Aleksandra to once again take a full swing.

With her instructor’s assurance that dance and golf wear were not so different, Aleksandra founded her latest venture, Golfabella. The Italian-made line’s nine dresses are tributes to nine iconic holes. Each offer UPF protection, comfort, absorb moisture and repel odor—all essential components identified by the copious test panels and customer surveys Aleksandra conducted throughout her thorough market research. More women than ever now occupy executive suites, and are joining their male counterparts on the course; Golfabella’s brightly colored ensembles offer an alternative to the grayscale garb many professional women feel obligated toward, and even double as athleisure that can be worn away from the country club.



One of the secrets behind Aleksandra's success has been her ability to think as a client. She has found a similar philosophy at Braman BMW West Palm Beach, where she recently picked up her third BMW—an X5 which boasts more than enough cargo room for mannequins, samples, and golf bags. Though she has owned several other luxury vehicles, being back in a BMW, and at Braman, feels like a homecoming.

No other country in the world could have given a 20 year-old foreign student the opportunity to become a Harvard Business School Alumna and find the success Aleksandra has—and no corner of America could have given birth to Golfabella than South Florida. In Palm Beach she has found not a dream, but her American reality.

Find select Golfabella offerings now at the Palm Beach Par 3 Golf Course Pro Shop, and browse the full line at [Golfabella.com](https://www.golfabella.com).

