

Made with Love Organic Bakery and Café

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Made with Love is owned by Hoboken resident Celeste Governanti. With more than 30 years of experience in fashion retail, wholesale and product development, she is an internationally



known expert on identifying consumer fashion buying trends. She has spent much of her life outside of fashion, however, in baking. Celeste has completed several courses at The French Culinary Institute. She enjoys traveling, food research and fine international cuisines.

WHEN DID YOU OPEN YOUR BUSINESS?

December 13, 2008

WHY DID YOU OPEN YOUR OWN BUSINESS?

I left the fashion industry to pursue my passion, which is baking. We make organic baked goods. It's an artisan bakery, so we use very little mechanical equipment. Everything is made by hand. We specialize in scones, muffins and breads.

I've been living and eating an organic lifestyle since I was in my early 20s, and it's something I believe in whole-heartedly. It's much better for the mind and body and environment.

WHY DID YOU CHOOSE JERSEY CITY?

I was very anxious to get started, and I couldn't find a location so I decided last summer to do farmers markets. I did six a week, and one of them was in Van Vorst Park. I loved the community and decided to settle in this neighborhood because I was so well received at the farmers market.

WHAT DID YOU DO BEFORE RUNNING YOUR OWN BUSINESS? I was in fashion for 30 years as an executive. I ran design for sportswear importers. I was perpetually designing for teenagers. It was a lot of fun.

WHAT'S YOUR FAVORITE PART OF BEING A BUSINESS OWNER? LEAST FAVORITE? My favorite part is interacting with the community and meeting such interesting people.

It's very pretty inside the bakery. I try to make it a nice environment. We offer live music on Saturday nights, and local jazz artists perform.

My least favorite part is that there's so many people in the community who are in need. They're not working and they need something to eat, or they come in and want to do odd jobs so they can have five dollars to buy something to eat. We still have people in unfortunate circumstances in the community who we aren't

helping enough. Whether they're homeless or down and out, there doesn't seem to be a lot of help for those people.