

UNDER \$50


PROFILE Ann Siner, owner, My Sister's Closet

style you can afford

WE'RE ALREADY HALFWAY through winter. Soon, it'll be that time of year when people throw open their closets to dig out their spring duds, then decide they don't have anything to wear. This year, instead of looking in your closet, check out **My Sister's Closet**, where you can trade in your old clothes (in good condition, of course) for cash or credit to apply toward designer clothes.

Sound too good to be true? Really, the only thing better than shopping in one of these stores is owning one. We caught up with owner **Ann Siner** (left) to see what it's like.

Siner, a former director of marketing for PetSmart, opened her first Closet in 1991. She now has three, as well as two Well-Suited stores for men and one Small Change store, which sells children's clothes. A

true animal lover (she has five dogs and a cat), Siner donates unsold clothes to thrift stores whose proceeds benefit animal-rescue programs.

Her women's stores regularly stock the designers that the brand-conscious lust after — Missoni, Gucci, Manolo Blahnik and Prada. Sifting through the racks, you can find a dress by Laundry for \$19 or a Kate Spade purse for \$25.

How did My Sister's Closet get started?

The seed got planted when I visited the same type of store and thought, "Why can't a resale store be a cute boutique?"

What do you like most about your career?

It's really rewarding to see how excited people get about finding something perfect. It's the thrill-of-the-hunt feeling

— what can I find today?

What sorts of bargains can people find?

You can easily save 80 to 90 percent on designer clothes. At our men's store, tuxes start at \$49. I just got a coat for \$49 that originally retailed for \$250.

What can people trade in?

We buy clothing in good condition. People get paid once the clothing sells. It's a great chance to clean out your husband's closet and then buy yourself a new wardrobe.

Do you only sell clothing?

We offer all kinds of accessories — shoes, handbags, scarves, belts.

Do you ever take advantage of owning the store?

Absolutely! I'm my own best shopper.