

3.11.08

## Inexpensive boutique heads for Las Tiendas

By Kathie Price  
SPECIAL FOR THE REPUBLIC

There's a new "cheap" boutique in the making in south Chandler.

My Sister's Closet, a Phoenix and Scottsdale success, is scheduled to open in April in Las Tiendas Village Shopping Center at Alma School and Queen Creek roads. The 4,200-square-foot Chandler location will be the first Closet in the Southeast Valley.

Owner Ann Siner is expecting the same compliment she has gotten for the past 15 years at her other stores:

"Why are the prices so cheap at this boutique?"

For those who have never made the trek to the 20th Street and Camelback Road, Scottsdale Road and Lincoln Drive or Pinnacle Peak stores, the answer will be a surprise. The clothing at My Sister's Closet, from Gucci handbags to Liz Claiborne shirts and Calvin Klein jeans, is resale.

In fact, as the Chandler store is being built out, manager Brenda Beltran already has the doors open to accept spring and summer clothing and accessories for consignment.

Siner started My Sister's Closet in Phoenix with two employees — herself and her sister. Her corporation, Eco Chic Consignments Inc., now has 10 resale boutiques, including Well Suited with men's clothing, My Sister's Attic with furniture and Small Change with children's clothing.

"We've been successful because we give better labels at insanely low prices," Siner said. "We are generally 90 percent below retail. We know we have to offer better bargains than department store sales."

From inception, Siner has worked to give her stores a true boutique image, from clothes to store decor.

The Chandler store will have a high tech "warehouse" look, with rustic red walls, charcoal gray accents, polished concrete floor and fancy metal track lighting. Dressing room walls will be covered with a lin-



Suzanne Starr/The Republic

Ann Siner is bringing her concept of consignment clothing stores to the Southeast Valley.

### My Sister's Closet

**Where:** 2915 S. Alma School, Suite 1, Chandler. You can call (480) 722-1822.

**Store opening:** Scheduled for April but currently opening accounts and accepting spring and summer clothing for consignment Tuesday-Saturday, 10 a.m.-6 p.m.

**Consignment criteria:** Not more than 5 years old, clean, unwrinkled, on hangers, in season, better and designer labels, no stains or tears.

**Consignment payment:** Receive 55 percent of sale price in store credit for use at any location or 45 percent of sale price in cash.

en-look fabric flecked with metallic threads.

Incoming clothing is meticulously checked for quality. Clean, cute and current are the three strict criteria at My Sister's Closet. Consignments must be less than 5 years old, Siner said.

Louis Vuitton handbags are

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best sellers at the Closets. Besides mainstream labels such as Banana Republic, Bebe, BCBG and Anne Taylor, the store will have a designer section with such labels as Chanel, Armani and Acada, as well as a favorites section of trendy labels such as Seven for Mankind jeans.

"We expect to have 15,000 to 20,000 items when the Chandler store opens," Siner said. "We really like the growth and demographics out here and we want to be in the middle of what's happening."

Siner said she would like to bring all of her consignment concepts to Chandler.

"We found people like to cross shop at one location," she said. "But we're testing the waters here now. It's a big move for us to a different area."