

Chic Prom carries wide selection of new, used gowns

New boutique opens inside Chic to Chic in Buchanan

BUCHANAN -- Since Tammy Eiting and Jill Nelson opened their first consignment store 3 1/2 years ago in Buchanan, the two women have received numerous inquiries from shoppers looking for used prom dresses.

While Chic to Chic has carried a handful of formal gowns, the stock was limited -- that is, until the two owners decided to open a boutique inside the consignment shop called Chic Prom.

"We think it's a great idea," Nelson said. "We're trying to hit the schools from Green Bay down to Fond du Lac."

Chic Prom will operate from January through May. The store will carry about 100 consigned dresses as well as 75 new prom gowns from designers across the country. The new dresses will range in price from \$200 to \$400, while the consigned dresses will sell for \$55 to \$280.

In addition to gowns, shoppers will find consigned shoes, jewelry and handbags so teens can meet all their prom needs in one spot.

"We'll take special orders, too," Nelson said. "We'll have someone doing alterations, if needed."

Eiting said consigners will be charged a \$10 stocking fee on dresses, which will be on display in the store through May. Consigners will receive half of the proceeds from the sale of the dress.

"We're really fussy on which dresses we take because we want to make sure those dresses are going to move and sell," she said.

Consigned dresses should be no more than a couple years old. Dresses can sport full skirts or feature a more fitted style, but bridesmaid gowns will not be accepted.

Eiting said Chic Prom will make it possible for girls with limited budgets to afford a fashionable gown and help parents recoup some of the money they have spent on their daughters' previous dresses by consigning. Chic Prom will carry new dresses from Chicago so the selection will be different from other prom stores in the area, she said.

"These moms spend \$400 on their daughter's prom dress and they only wear it once," Eiting said. "And a lot of these girls might think, if I can make 50 percent off my dress last year, then I can get a new one this year and they can do it all in the same store."

Nelson and Eiting, who opened a second Chic to Chic near the Fox River Mall in Grand Chute last month, see Chic Prom as a great opportunity for Fox Valley teens and their parents. But the two women plan to see how the new boutique does this season before deciding whether to bring the concept back next year.

"We'll see how it goes this year," Nelson said.

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At a glance

What: Chic Prom

Where: N474 Eisenhower Drive, Buchanan, inside Chic to Chic, A Women's Consignment Boutique.

Phone: 920-882-4050.

Hours: 4 to 8 p.m. Thursday and Friday, and noon to 6 p.m. Saturday and Sunday.

E-mail: chicconsignment@yahoo.com

Web site: www.chicto chicconsignment.com