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Beta Boutique

Taking Sample Sales to the Next Level

Stylish women everywhere can't resist the lure of a good sample sale – the promise of designer clothing and accessories at unbelievably low prices. Chicago women now have an even bigger lure, Beta Boutique, a shop that's essentially a permanent sample sale.

With samples and overstock items from a wide variety of local and national designers, including favorites like Marc Jacobs, Theory, and BCBG, Beta offers exclusive, unusual pieces at incredible prices – who can resist?

The concept for this unique store was developed by founder Janice Moskoff, a former retail consultant for companies like Ann Taylor and Nordstrom.

She describes herself as a "corporate girl turned independent risk taker" who was inspired to start Beta Boutique after quitting her Manhattan-based job as a business strategist for Ann Taylor to travel around the world with her husband.



On returning to the states, the pair moved to Chicago, where she had previously worked as a retail consultant. As a retail strategist (and bargain shopper), Janice recognized a gap in the Chicago retail scene. After producing several sale events in different Chicago neighborhoods, she saw that opening her own store was indeed possible, and to the delight of local fashionistas, Beta Boutique opened in Bucktown on December 1, 2006.

What else makes the Beta Boutique so special?

The shop, open four days a week, does have special sales, which are truly events. But instead of the typical one-day-only rushed atmosphere of a sample sale, the shop has special week-long events where you can scoop up special finds at especially low prices.

For example, the Pre-Valentine's Day Sale from February 8-11, featured jewelry from Joanne Lysak and lingerie from Evlove Intimates. Beta Boutique's "Spring Stock-up Sale," March 8-11, was the perfect time and place to pick up some great spring pieces at great prices. Compared to the usual chaos that surrounds typical sample sales, Beta Boutique is a breath of fresh air.

"We're really focusing on dresses for spring," says Janice. Dresses, figure-flattering pants, and relaxed, lounge-wear types of pieces are all important."



The boutique gets its merchandise from a variety of sources, buying directly from the designers, working on a consignment basis, and purchasing overstock from local high-end boutiques.

"We don't carry as many local lines in the boutique because we don't want to compete with normal wholesale relations."

Like a traditional sample sale, the shop's pieces are sometimes from the current season, but you'll find older pieces if they're still stylish. "We tend to stock plenty of California designers in the spring, because their fall and winter pieces are still appropriate for spring in Chicago," adds Janice.

This makes for an interesting mix of items, and the assurance that Beta Boutique shoppers will find fabulous things at fabulously low prices.

Beta Boutique is located at:

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www.betaboutique.com

Store photos courtesy of Beta Boutique.

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