

Sunny Daize sells designer clothes at half the price

By HANNAH JONES
Staff Writer

Sandy Muench was minding her own business when she was approached by someone who was determined to have her purse.

It wasn't a pickpocket or a mugger; it was a woman who was willing to pay Muench big bucks for the leather bag adorned with circular flaps.

"It was crazy," Muench said. "Someone wants to buy (my purse) of my arm."

Muench didn't sell the woman her bag. Instead she referred her to the clothing boutique, Sunny Daize, that Muench co-owns with Chrissie Richardson.

"We pick up new customers every day because of this bag," Muench said.

The "circle purse" has become the boutique's signature item and biggest seller – more than 1,000 have been purchased since the store began carrying it in May 2007.

One customer bought 24 different versions of the purse, which comes in two sizes and dozens of colors and can be monogrammed or matched with a "circle wallet."

"We just keep waiting for them to die down in popularity," Richardson said, but it hasn't happened yet.

Sunny Daize, located at 11809 Shelbyville Road in Middletown, sells more than circle purses, offer-

ing upscale consignment clothing along with both new and used accessories. The circle purse and other bags are new, but some designer bags, such as Louis Vuitton, are consigned.

Sunny Daize sells designer and couture brands at 50 to 60 percent off the retail price – and some of the items still have their original price tags.

A lot of Sunny Daize's clothing has never been worn because it is from buyouts of local boutiques that over-order or it is clothing that consignors bought and never wore.

"They just change their mind," Muench said.

Sunny Daize requires that all consigned clothing, from sizes 0-26, be brand name, in new or like-new condition and no more than 2-years old.

The consignor gets 45 percent of the sale price. If an item does not sell within 60 days, the consignor can pick it up or it is donated to charity.

Sunny Daize also carries men's clothing, though few men are brave enough to enter a building that is hot pink and yellow, inside and out. It's usually women that pick out items for the men in their lives, Richardson said.

Sunny Daize carries a lot of special occasion clothing: dresses for prom, pageants, Derby and other events.

The boutique also carries designer wedding gowns



Sandy Muench and Chrissie Richardson own Sunny Daize, an upscale consignment boutique.

and flower girl dresses, and many of them are brand new, Richardson said.

What sets Sunny Daize apart from other consignment shops, the owners said, is the high-end selection and attentive customer service.

"Upscale consignment is like shopping in a boutique, not a thrift store," Richardson said. "It just makes sense economically."

Sunny Daize employees think of themselves as personal shoppers, Richardson said. Customers can call ahead with their size and what they are looking for, and the staff will have choices waiting in a fitting

room.

"If they want our help, we want to help," Richardson said.

Sunny Daize also will make house calls to help consignors clean out their closets, Muench said.

"We can pick out what we will take, versus you dragging it (all) in," Richardson said.

In the future, Muench and Richardson hope to open other Sunny Daize locations through licensing agreements.

"It's really exciting to be here and see all the wonderful clothes," Muench said.

For more information, visit SunnyDaize.com.