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How I...Got Shoppers To Buy Used Designer Duds



Jim Poulin/Phoenix Business Journal

Ann Siner

Who: Ann Siner

What: My Sister's Closet, high-end designer consignment shops.

Where: Scottsdale, Phoenix and Chandler, Ariz..

Web site: www.mysisterscloset.com

Year founded: 1991

Employees: 120

Annual Revenue: \$11.2 million in 2008

If you've ever walked into a second-hand store, three words -- dark, dirty and dingy -- might spring to mind. When Ann Siner

launched her first consignment shop, she knew it would be a challenge to change customers' attitudes about thrift. Then she thought, "why can't a second-store look like a boutique?" So she established the "three Cs" as her foundation: cute, clean and current. All consigned items must be pressed, on hangars, and look like new. Siner, who came up with the "three Cs" as an easy way to explain the concept to consignors and customers alike, recalls thinking: "Let's turn the negative connotation of resale into a positive." After 18 years in business, demand is still high, and celebrities such as Jordin Sparks stop by to shop when they're in town. The company is opening two new shops this year and expanding two others.