

Ah, the
thrill of
the hunt!

Lilise
Designer Resale



“Fashions fade, style is eternal.”

—Yves Saint Laurent

Peering through the windows at Lilise Designer Resale, one catches enticing glimpses of the fashion finds and style steals that await—a rack of exquisite Chanel suits parades across the center of the room, capped on one end by an array of Mary Frances handbags and stopped short at the other by a stylish selection of Prada and Manolo Blahnik pumps. Unusual pieces of costume jewelry twinkle from mannequins’ necks, wrists, and fingers. The pulse quickens as deal after deal comes into view. “My goal is to give shoppers access to something different,” owner Ellen Lessard observes. “I want to offer Concord-area women high-end designer merchandise—clothing, accessories, purses, shoes, and jewelry—in a shop that looks like a boutique, not a consignment store.” Mission accomplished.

Elegant yet Accessible

Lilise Designer Resale is an elegant, airy store with a sprinkling of personal touches that strike a welcoming note. This is no accident—every aspect of the business has personal meaning for Lessard. The store name, Lilise, is a conflation of the first and middle names of Lessard’s daughter Lily Elise. The store logo—a statuette woman elegantly attired in coat and hat—is an adaptation of a magazine illustration drawn by Lessard’s grandfather in 1914. In short, every aspect of the business contributes to the “elegant yet accessible” aura that Lessard seeks to create.

This carefully crafted business identity didn’t come about overnight; Lessard’s concept for Lilise Designer Resale was many years in the making. A native of western Massachusetts, Lessard met her husband when the two were living in Naples, Florida. A desire





Clockwise from top left: Ellen Lessard, owner, Lilise Designer Resale. Lilise's sales floor spring rollout, March 2012. Vintage 1970s red vinyl jacket. Fall ensemble on mannequin. Chanel two-tone ankle boots. Marcy Flournoy is wearing a 1990s multicolor pleated Chanel skirt and carrying a brown, leather Chanel handbag. At Lilise Designer Resale, women of all ages and sizes can find the perfect outfits and accessories to complement their wardrobes.



Can't Make It to Concord?

Shoppers can also find deals on vintage Chanel from Lilise through the online store Etsy at www.etsy.com/people/LiliseDesignerResale, stay up-to-date on the latest fashion news with the store's blog, "Live Chic or Die" livechicordie.blogspot.com/, and follow the store on Pinterest to catch up on Lilise's favorite trends and new merchandise.



Clockwise from top left: Friend and customer Charli Pappas wears vintage pieces and Lilise items that complete her ensemble to look just like the vintage logo that Ellen's grandfather drew back in 1914. Colorful shoes and accessories for spring and summer. Pink Chanel sandals. Vintage rack chock full of goodies! Giorgio Armani black velvet dress. Ribbon cutting ceremony during the Grand Opening, with the help of the Concord Chamber of Commerce: (from left) Greater Concord Chamber President Tim Sink, Chamber Ambassador Phil Donovan, Renovator Extraordinaire Tim Lessard, the Honorable Mayor Bouley, the very excited owner Ellen Lessard, Ellen's daughter Lily and husband Greg, and Chamber Ambassador Bill Meyers.



to live closer to family eventually led them back to Concord, her husband's hometown, where Lessard began working as a paralegal at the UNH School of Law. Although Lessard loved her job, after seven years she no longer felt like she was growing or developing. An inveterate shopper and bargain hunter, she pursued her passion on the weekends, haunting consignment stores and estate sales in search of high-end designer pieces and one-of-a-kind vintage wear. "There were no stores in the Concord area that were catering to this niche, and I was tired of driving to Boston and Portsmouth for great deals," Lessard recalls. So she decided to fulfill the need herself. "I worked on my business plan for well over a year," Lessard notes, "and I kept searching for the right location." In the spring of 2011, when space opened up at 113 Storrs Street, in the former stable for the Phoenix Hotel, Lessard knew she'd found the right venue.

"My husband Greg and his brother Tim devoted more than six months to making over the space, and they really did an incredible job!" Lessard observes. She proudly points out the used stable doors (which Greg and Tim repurposed to use as decorative elements and an office door) as well as the massive granite foundation that the men liberated from multiple layers of paint and plaster. The resulting space is open, bright, and filled with personality. "We're in a great location," Lessard asserts. "We're easy to find—across the street from Marshall's and between Claudia's Signature Salon and Cheers—and there's plenty of parking available."

Filling a Niche, Very Nicely!

The store celebrated its one-year anniversary on August 1, and Lessard shows no signs of slowing down. "I can't believe it's been a year already," she confesses. "Response to the store has been overwhelmingly positive—we're

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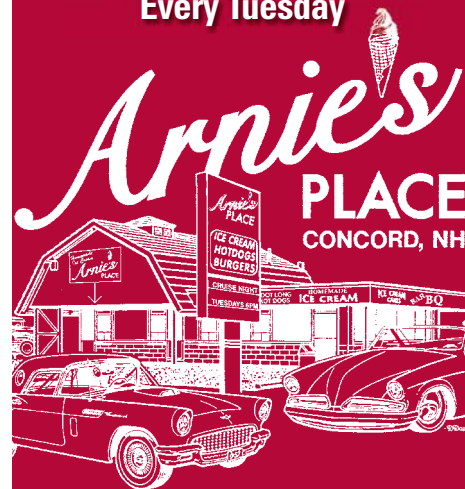


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Ellen Lessard stands next to a table full of great fall cashmere sweaters. Come in and get yours!

generating a lot of buzz." Lessard expresses wonder and delight at the incredible assortment of consignment goods she's received from the community. "I've gotten everything from Chanel and Calvin Klein to St. John and Armani, with a good bit of J. Crew and Banana Republic as well," she notes. Lessard is especially excited about her collection of Chanel pieces. "I have everything from unique, one-of-a-kind suits to classic handbags and shoes." Lessard also offers vintage pieces, though she admits they can be a tougher sell because they are often sized quite small.

Lessard is eager to share her finds with the public and has created several special events to draw shoppers into the store. Every Wednesday from 4pm to 6pm, Lessard hosts "Wine Down Wednesday," inviting shoppers to enjoy a glass of wine as they browse; and on the third Thursday of every month, she hosts "Ladies Night" and offers a 15 percent discount on every item in the store.

Lessard is equally committed to providing superior customer service. "I'm very hands-on," she asserts. "I always greet



Columbus Day - Monday October 8th
Halloween - Wednesday October 31st
Election Day - Tuesday November 6th
Veteran's Day - Sunday November 11th
Thanksgiving Day - Thursday November 22nd
Chanukah Starts - December 8th
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people as they come into the store, and I really make an effort to get to know my customers. I ask as many questions as possible so that I can truly assist people." Lessard keeps track of the designers people like as well as particular items they're looking for, and when new inventory arrives, she gives patrons a call or drops them an e-mail to let them know that their favorites are in. Lessard also makes every effort to meet customers' needs by carrying plus sizes (which many consignment stores do not) as well as petites. "I have exactly what you're looking for, and I'm closer than Boston," Lessard asserts. "Concord has a great assortment of consignment stores, each of which fills a niche. We all work well together and have great business relationships with one another. I'm really happy to be here," she concludes. "We're worth the drive. No matter what the economy is like, people love getting a good deal!" 📧

Lilise Designer Resale
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**Cited by the Mayo Clinic*

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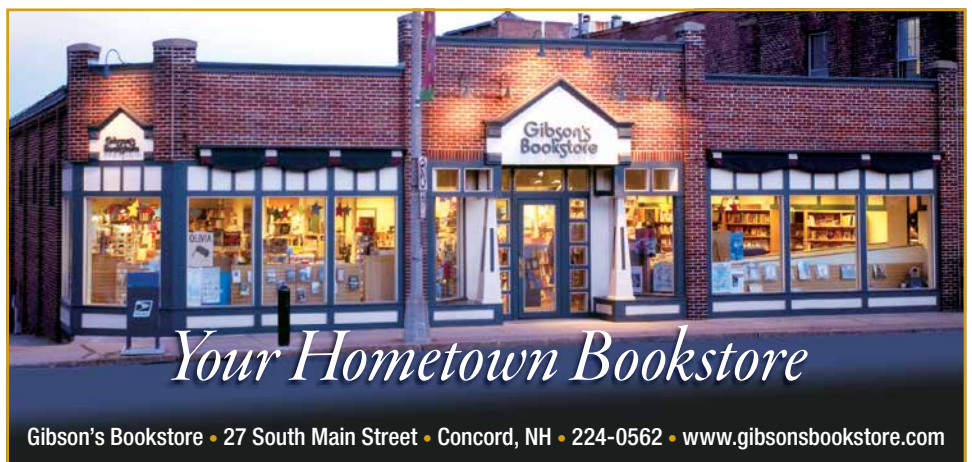
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