

Clothing gets a Second Chance

by Jim Miller

The idea is simple, ladies. Take those 'like-new' items in your wardrobe you never seem to wear. Gather them together with designer overstocks and samples. Place them all in a no frills atmosphere and you have an exciting, new concept in marketing.

Morie Ford opened her shop, Morie's Women's Wear Ltd. last spring to do just that at 9108 HUB Mall.

Morie accepts 'gently used' clothing from individuals on an even split basis and designer

labels, name brands and samples from stores in Edmonton, Calgary and Vancouver. Prices on the latter items are 30-80% off retail. Clothing from fashion shows is often available as well.

Morie, who has her bachelor's degree in special ed first became interested in retailing by selling used clothing from her home. But it was a trip to New York last summer that inspired her new store. In New York Morie found 'discount house' shops that offered quality fashions in a no frills atmosphere.

Morie's reasoning was, that if it worked in New York why not Edmonton? She feels the recession has made women more conscious of how they spend their fashion dollar. They want good design, quality materials and low prices. Morie feels her new shop is offering that.

"The exciting thing about used clothing is that you really get someone of a kind item," explains Morie.

The response to the new shop has been so good that others are being considered. Another possibility being considered is offering the same service for men.



photo Jim Miller

Above: Back to school on a budget, Karen Mrochuk, left, sports a used wool jacket, \$16.80; a used plaid skirt, \$20.00 and a used white blouse, \$13.00. Total outfit under \$50. Sandy McCallum combines a used wool tam, \$10.00 and a used wool sweater, \$35.00 with new knickers, \$66.00 and a new green jacket, \$140.00.



photo Jim Miller

Left: The classic look, modeled by Sandy, is contrasted with the new wave fashion worn by Dianna Wiberg. Sandy's green jacket with suede lapels is \$150 (retail \$200); her cream sweater is \$38 (retail \$200) and her green suede skirt is \$240 (retail \$350). Dianna's red dress with sequin trim sells used for \$15.



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