



NEWSLETTER

July 2011

THANK YOU!



Elegance and Style

We want to thank our wonderful customers and loyal consignors for making 2011 the best season EVER!

Despite the economy, the financial and investment challenges, a tough real estate market and all the rest, Classic Collections is thrilled to announce we posted our most successful season since our inception in November 2007!

For all of our deeply loyal and dedicated, fashionable consignors, we want to let you know that the constant arrivals of your top-end luxury clothing, handbags, shoes, jewelry and accessories is tremendously appreciated. Not only by us, but also by our fashion-conscious customers who shop at Classic Collections (from near and far) and are searching for the special, quality designer merchandise that epitomizes

your discerning taste and the elegance of Palm Beach. Our list of delighted customers is over 2,000 strong and we are grateful for their attention, kind word-of-mouth recommendations and consistent and passionate support.

Through hard work, diligent marketing and determination, we have strived to become the premier Designer Consignment Shop in Palm Beach. With our fabulous website (www.classiccollectionsofpalmbeach.com), spunky and informative monthly newsletters and aggressive advertising campaign, we have certainly taken the lead in the high-end, designer, luxury women's consignment market in Palm Beach...with all of your marvelous and gracious support!



Louis Vuitton Black Multi

Recognition and thanks is also in line for the terrific, dedicated staff of Classic Collections who have contributed so much to our successful season. Kudos to: Dove Moore, operations manager and accounting specialist who keeps things running smoothly; Debbie Ezell, sales associate, who is always smiling and pleasant as she works with our customers and consignors; Wendy Heitzman, who helps out with everything from sales to photography and is a delight to work with; and Teal Clark, who contributes her incredible technical skills in helping to get out these newsletters every month.

So we send out heart-felt gratitude and appreciation to all of our friends who have contributed in making this our best year in business. Merci! Grazie! Danke! Gracias! MANY THANKS!!!

CONSIGNING - IS IT MAGIC, LUCK OR "THE PERFECT STORM"!



Reem Acra Gown

Whether we are helping wedding parties with their cocktail and wedding event gowns, assisting working women executives with their board room and travel outfits, planning party or special occasion clothing for various galas and charity events, or just servicing women shoppers of discerning taste and quality, Classic Collections has something for everyone.

Consignment shopping, by its very nature, sometimes is similar to the concept of the movie "The Perfect Storm." The woman customer has to be looking for a specific piece of merchandise that is her size, fits her budget and is the right color. Even Mother Nature has a tough time

sometimes making these things line up. But they often do, and at Classic Collections, we strive to assist customers with anything from a total outfit to just the perfect accessory to make their own clothing, shoes or jewelry take on a whole new look.

The beauty of this system, aside from the obvious wonderful concept of recycling fine designer goods for a fraction of the original cost is, of course, the thrill of the hunt and the final wonderful moment when it all comes together. This is probably where the MAGIC and LUCK comes into play. Often, customers stroll in with nothing in mind-"just looking today"-and walk out with bags of designer bargains and they are in shoppers' heaven!



Summer Shoes



Prada Giraffe Purse

We have dressed movie stars, politicians, local celebrities, gala charity ladies, doctors, brides, matrons of honor, mothers of the bride/groom, lawyers, fashionistas and young ladies on the way to their first prom! We have searched out gowns for special occasions, helped wanna-be's look great for their big events, made plain gals look glamorous and turned flashy, edgy young ladies into socially perfect classic beauties in a day. We have tons of pictures sent to us from happy,

beautifully dressed clients at weddings, proms, inductions, graduations and so many other celebratory occasions. It's great!

It is truly so satisfying to have a shop full of ladies shrieking with pleasure as each comes out of a dressing room modeling a scrumptious outfit, dressed to the nines in a luxury designer piece that makes them look phenomenal. Honestly, we have as much fun as our customers do!

WEBSITE NEWS!



Website

We have been working with our technical team from SBS Solutions and JMB Designs on ways to make our website more consumer friendly. Many of you may not realize it, but we have a **FULL SERVICE SHOPPING BOUTIQUE** right on our website! We offer many of the items in our shop with complete photos and descriptions...especially luxury handbags, evening purses, designer scarves, Louis Vuitton luggage, jewelry and other merchandise that customers do not necessarily need to try on for size and fit.

In addition, we have upgraded our on line payment method to an authorized secure gateway for our customer's convenience and safety. Our inventory system is "real time" so that every item is offered on a first come, first served basis. From the shopping cart, you can choose to log into your account to make your purchases, however, logging in is not necessary. You can simply provide your credit card information and shipping instructions. By creating your own account, you will save steps on your next visit to our on-line store.

WISH LIST SERVICE!



Judith Leiber Disco Ball

On the rare occasion that you miss out on something, one of the fabulous services we offer is a personalized "Wish List" for our customers. So, if someone beats you to that fabulous Valentino purse or vintage Judith Leiber Swarovski crystal evening bag, simply send us an email and indicate what designer and type of item you are searching for. The next time we are inputting inventory to our system and your name comes up for particular merchandise, we will contact you. Part of our success, is of course, keeping very good records of your preferences of designer, price, color, size and what specific pieces to be on the look-out for. The more information you give us, the better we can serve your 'dream' wish list!

Summer is a great time for you to think about that special item, dress, jacket, suit, shoes, gown, handbag, piece of jewelry or scarf and let us know what you are pining for! You can send us an email with your wish list(info@classiccollectionsofpalmbeach.com) to set up or update your Wish List Profile. As we receive merchandise during the year, we let our loyal customers know when something comes in that they have been looking for and give them a head's up sometimes even before the item is put out onto our floor. Our customers trust our judgment and after a quick phone call (if time allows, we send a picture of the item) more often than not, a package is immediately sent away to a very happy, satisfied customer.



Missoni Scarf

You can have this preferred treatment by making sure that we have your name, phone number, email address and your "wish list" of merchandise-including designer preferences, sizes and favorite colors. If the item has a style name (Birkin, Kelly, etc.) please make sure to include that information also.

One other benefit of shopping at our WEB BOUTIQUE and having a complete

"Wish List" in place with Classic Collections is that when we send anything to you out of the state of Florida, while you pay for shipping costs, you WILL save on the sales tax! That can represent a lot of savings!

By the way, we appreciate your reviews of our shop, merchandise, and personnel! Next time you are online, and look us up through google - palm beach consignment, give us a review and your opinion.

NEW HANDBAG / EVENING PURSE ADDITIONS!

CROCODILE / EXOTIC SKINS



Rota Stingray Wallet and Cognac Croc by River

Hot new items that you will be crazy about include brand new handbags, wallets, belts and other accessories by designers River and Rota. The crocodile totes, handbags and wallets are in basic tones of cognac, cocoa and chocolate with superb detailing and fine stitching. The River and Roto stingray pieces are black and white and a stunning navy and silver. For a change, we have to offer a lovely selection of some cobra wallets and crocodile belts and billfolds for men! Oh, and don't forget the red lizard "Birkin" style bag by Daniella Ortiz and the brand new giraffe print Prada. So special!

VINTAGE JUDITH LEIBER AND OTHER LUXURY DESIGNER EVENING BAGS



Pink Judith Leiber and Vivian Alexander Elegance Egg

We recently received a marvelous selection of vintage Judith Leiber rhinestone, satin and lizard handbags. Aside from the value to collectors, these bags are in mint condition and absolute showstoppers. One Vivian Alexander is the "Faberge Egg" model called "Elegance" covered in rhinestones, lined in satin and is signed and numbered. A superb Y & S stunning model is created with silver and black Swarovski crystals and is beautifully lined in black leather. Other special bags include those by designers Ferragamo, Sacha, Cross, RODO, Joseph and others.

SUMMER VACATION!

Classic Collections is announcing our first ever Summer Vacation!



Vacation Bound! Debbie, Dove, Sally, Wendy

From an optimist's point of view, we are going to take advantage of the messy and distracting construction being done in our area of Palm Beach this summer to refresh ourselves and the shop. What can be thought of as the "Triple Crown of Construction" specifically includes the new Publix project (on our side street, Sunset Ave.), along with lane closures on Bradley Place and Royal Poinciana (plumbing and water main replacements) as well as traffic challenges on the approach and departure on the Royal Poinciana Bridge (bridge pre-replacement construction)! We will close sometime in July and re-open in September. We will be rested and the shop will be professionally cleaned, painted and refreshed! And the stunning NEW couture merchandise that will be ready for you will be worth waiting for! Trust us on this!!!

For our consignors who have items with us, if you have not already made plans for pick-up, your merchandise will be held until we return in the fall with no penalty. Your contracts will be held in suspension until we open again and the clock will once again start on your contractual period. All merchandise will be held in the alarmed, air conditioned secure shop or in our air conditioned warehouse. Our emails and phone messages will be checked daily and OUR WEB BOUTIQUE WILL BE OPEN FOR BUSINESS 24/7 !!!! You can still shop our fabulous selection of couture and designer merchandise from the comfort of your home! Shipments will go out to customers at least once a week and we will try to accommodate any special requests.

During this time-out, we will be accepting impeccable and current luxury designer clothing, handbags, shoes, jewelry and accessories for the fall season. We ask that you speak with Sally Kimball or Dove Moore BEFORE you ship anything...our space is limited and we want to make sure we can accommodate all shipments properly and that we can arrange for them to be received in person. Please call the shop at 561-833-3633 and speak clearly and leave a message and telephone number for a return call.

We also will be visiting our consignors and customers all over the US to bring back the best selection of treasures you have ever seen. This is an exciting time as we will be meeting new consignors and securing a superb variety of quality, sophisticated luxury, designer and couture merchandise with names such as Chanel, Jimmy Choo, Hermes, Gucci, Louis Vuitton, Oscar de la Renta, Carolina Herrera, Missoni, Badgley Mischka, Vera Wang, Pucci, Armani, Prada, Dolce & Gabbana, Save the Queen, Versace, Yves Saint Laurent and Zach Posen to name a few.



T. Anthony Trunk - Pack This!

You will be thrilled to see our new, unique offerings in the fall and delighted with our Super September Sales Event! We are looking forward to bringing you the BEST of the BEST from all over the country!

We wish you - our extended family of consignors and customers - a MARVELOUS SUMMER! Be safe, healthy and have a great deal of fun with your family and friends!

"SEE YOU IN SEPTEMBER"!!

CELEBRATE SUMMER!

Save 10% OFF OF ANY WEBSITE PURCHASE!!

Use Coupon Code: SS070711

9/30/11

**Classic Collections - 118 North County Road, Palm Beach, Florida 33480 Phone: 561-833-3633
Email: classiccollpb@bellsouth.net Hours: Mon - Sat 10am-5:30pm**

PALM BEACH'S PREMIER LUXURY CONSIGNMENT SHOP