



Glamorous
Fashion By The Season
(925) 285-6096 1048 Brown Ave., Lafayette
• 15% off with this ad •

BEDELL FRAZIER
INVESTMENT COUNSELLING, LLC

Celebrating 36
Years in Business!

Achieve your financial
goals with our help

Investment Management
Financial Planning
Individual Stocks and Bonds

A Relationship of Trust Since 1975

www.bedellinvest.com 800-783-0344



Michael Frazier
Vice-President, Portfolio Manager
and Moraga Resident

Consign of the Times: Furniture Consignment Stores Growing in Lamorinda

By Sophie Braccini



Kat Moody (left) and Nicole Berzins in the new Yesterday's Treasures store Photo Sophie Braccini

Nicole Berzins rearranges the objects in the window of the new store Yesterday's Treasures in Lafayette, a store that is part of one of the fastest growing segment of American retail: Resale. Berzins, a Lafayette mom, is a recent hire of Terry Ketchel, the owner of the store that opened on January 5 at 996 Moraga Road, next to the Squirrels Coffee Shop. Orinda's Hilton House, the grande dame of furniture consignment in Lamorinda, confirms that local shoppers love to browse consignment stores in search of a treasure or a bargain; while others, from all walks of life, needing cash or more room in their home, are happy to let go of some of their belongings.

According to the National Association of

Resale Professionals, NARTS, resale remains healthy with new stores entering the industry and current establishments opening additional locations, at approximately a 7% net growth a year for the past two years.

"But some are closing too," warns Ketchel, "since the industry is growing, many think that it is the right business to get into, but you also need the right spot and business model to make it a success." Yesterday's Treasures is Ketchel's third boutique; she also has locations in Antioch and Brentwood.

The stores use a similar consignment system. Owners who want to sell an object or piece of furniture offer it to the store and a price is set. At Hilton House, it remains on display for 45

days; at Yesterday's Treasures, it can stay as long the owner desires, with the possibility of getting it back after 90 days if it has not sold. Hilton House will ask the owner if they want to lower the price after the first period; if the item still does not sell, the proprietor needs to take it back or it will go to charity. According to NARTS, shops pay the owners from 40 to 60% of the selling price.

According to Hilton House, what moves fastest in Orinda are the knickknacks, the silver objects; the small unique pieces that sometimes people have been looking for forever.

Kat Moody, the manager of Yesterday's Treasures, on the other hand, sells furniture faster than trinkets. "We are quite selective with the pieces we take," she says, "we ask for photographs first, make sure that the house had no smokers or cats (for the allergy factor), and on a scale of 1 to 10, where 10 is brand new, we never take something below 8." Moody adds that they prefer name brands and want to create an eclectic mix of styles.

A particularity of Yesterday's Treasures is that they accept layaway for the larger furniture items. "With 25% down the clients can purchase what they want and we work with them on a series of weekly payments, charging no fees or interest," says Moody.

According to Ketchel, she and her employees will go to great lengths to satisfy their customers. They also consult in staging, decorating, and color matching. "It is full service and it is a lot of fun," says Berzins, who started working for Ketchel a few weeks ago at her first full time job since having her two boys, who are now at Stanley Middle School.

According to NARTS, consignment is blossoming thanks to value conscious customers.

After all, consignment is the ultimate recycling.

Consignment stores in Lamorinda

Furniture:

Hilton House
21 Orinda Way, Orinda
254-1113

Yesterday's Treasures
996 Moraga Road, Lafayette
283-8549

Chameleon Consignment
1003 Blackwood Lane, Lafayette
299-1994

Collector's Choice Antiques
3574 Mt. Diablo Blvd., Lafayette, 299-9400

Collector's Choice is an antique store. Some of their merchandise is made of consigned pieces. They only accept objects and furniture that are at least 30 years old.

Clothing:

Rosie's Upscale Consignments
1020 Brown Avenue, Suite B, Lafayette
283-6540

Cheryl's Closet
21 Orinda Way, Suite E, Orinda
254-4442

They Grow So Fast
Consignment store for children's clothing
3413 Mt Diablo Blvd, Lafayette
283-8976

Lamorinda Weekly business articles are intended to inform the community about local business activities, not to endorse a particular company, product or service.

business briefs

Sewnow! Moves to a Brand New Studio in Lafayette. 3534 Golden Gate Way www.sewnow.com.

Susan Goldie and her team have relocated, opening a larger Sewnow! on Golden Gate Way, between the Library and Plaza Park in Lafayette. The inauguration coincided with the celebration of the 5th anniversary of a business that has brought to Lafayette a specialized studio for fashion design and sewing. Clients can come to design, embroider, and sew anything they can imagine. Sewnow! supports them with expert advice, instruction, and materials. The business also offers fashion design and sewing classes, sewing camps, specialty workshops, open studio time, birthday parties, private sewing lessons. Visit the website above for ongoing and upcoming classes.

Orinda Taxi Gets Green Business Award

From the get-go five years ago, Julian Juricevic paid close attention to the impact his new business had on the environment and bought only hybrid vehicles. Now the expanding Orinda business that serves Lamorinda and beyond was recognized by the Contra Costa Green Business Program and received a Green Business Certificate on December 15. "Orinda Taxi has successfully demonstrated full compliance with local environmental regulatory services and taken action to conserve natural resources and protect the environment," said Robin Bedell-Walke, Green Business Program Coordinator. This award follows an already impressive list of public recognition this business has won, such as Orinda Business of the Year in 2011 and the Contra Costa Best Small Business in Orinda in 2010.

LamorindaWeb's Home Expo '12 on Saturday, January 28 LamorindaWeb is organizing their first annual Home Expo on Saturday, January 28 from 10am to 4pm at the Lafayette Events Center (formerly the Veteran's Memorial Building). The show includes, but is not limited to, kitchen and bath remodeling, flooring, interior design, home security and solar products as well as the latest landscaping options. It will feature local remodelers, builders, and design professionals. The event is free to the public and will include speakers, workshops, seminars, food for purchase by Huckleberry Cafe to Go, and kids activities by Diana O'Daniels and 4th grade Girl Scout Troop 33005 (supporting Foster a Dream). Talk directly with local experts and get the advice you need to help you with your home improvement projects. RSVP online at www.lamorindaweekly.com/homeexpo.

ACI Celebrates 20th Anniversary

Association Communication Inc., the Moraga based company that manages Homeowner Associations in California and beyond, is inviting the community to celebrate 20 years of expansion and continuous services. ACI's owner, Caroline McCormick, wants to take the opportunity to show off the company's new location at 533 Moraga Road, across from the Rheem Center. "We look forward to seeing the clients and vendors that helped ACI reach this important milestone," she said. The party will be held in suite 200, 3-6pm, on Friday January 27th.

News from the three Chambers of Commerce Lafayette



Jay Lifson and Tom Courtright drawing the winners Photo A. Scheck

On Thursday, December 12, Chamber Executive Director Jay Lifson drew the winners of the Try Lafayette First holiday campaign 3/50. The campaign was a great success as residents turned in their receipts for \$50 or more from at least three different Lafayette businesses. The three winners are Micheline Reeder, Larry Blodgett and Helen Ann Licht. Micheline was very happy to give them each the Visa gift cards they received as prizes.

Business Person of the Year Dinner Honoring Jay Lifson on January 20th at the Lafayette Park Hotel & Spa Also on the agenda are the State of the City address by Mayor Carol Federighi and the introduction of the Lafayette Chamber of Commerce 2012 Board of Directors. Reception at 6pm, dinner at 7pm. Reservation on the Chamber's web site is required, www.lafayettechamber.com.

Moraga

First Business Meeting of the year on Friday, January 27th at the Hacienda de las Flores. Networking begins at 7:30am with warm scones and coffee provided by Terzetto Cuisine. Frank Melon will launch his first meeting as President at 8am with opening remarks and then turn the floor over to the Members.

Art Gallery Relocates



On Saturday, January 14 Wenda Pyman cut the ribbon inaugurating the new location of the Moraga Art Gallery. The new place, next to TJ Maxx, may be a bit smaller than the previous spot at the Rheem Center, but the warm lights and thick carpet make the gallery warm and inviting.

Orinda

The Chamber's Orinda Country Club Luncheon is scheduled for Friday, February 24, noon-1:30pm at the Orinda Country Club, 315 Camino Sobrante. The cost is \$30 per person. The luncheon's speaker will be award-winning weekend anchor for NBC Bay Area News, and Orinda resident, Diane Dwyer. Reserve your seat by calling 254-3909, or e-mail the Chamber at info@orindachamber.org

If you have a business brief to share, please contact **Sophie Braccini** at sophie@lamorindaweekly.com