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MidMod is a new concept in shopping in Theatre Square

By Sora O'Doherty



Photo Sora O'Doherty
in Danville.

Owner Janell Lamela recounts how she would watch passersby check out her new shop, but not come in, thinking it was an expensive boutique. Then she put a sign up proclaiming that nothing inside cost more than \$40, and suddenly passersby became droppers-in. Lamela, who is also the owner of Doll Face Permanent Cosmetics, had her eye on the vacant premises next door for a while before launching the new shop, which she calls an "exchange shop." It isn't a consignment store but rather an upmarket thrift shop, selling "quality new and gently used items," including home goods, at reasonable prices, according to Lamela.

Lamela and her husband, a San Francisco police officer, have five children and the oldest, a 23-year-old daughter, is an artist who also works at MidMod three days a week. Two of her children are in college and her 14-year-old twins are in middle school. The family lives

One thing that Lamela is quite excited about is offering a full range of sizes in the shop, from size 0 through size 22. She accepts donations during business hours and by appointment and also shops for bargains to offer in the store. MidMod is open 11:30 a.m. to 5:30 p.m. from Tuesday to Saturday. Appointments can be made by calling (510) 206-0233.

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[back](#)

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