

A Lucky Find

Who would have thought that you could turn a hobby of shopping at thrift stores into a successful career choice?

by Robi Robitaille

Julie Larkin, a stay at home mother of two and one of **A Lucky Find's** owners, has always had great luck finding treasures in many of our areas thrift and consignment stores. Tracey Jennings, a stay at home mother of four and long time friend of Julie's, did some serious research into the consignment industry, received great advice from store owners across the country and as karma would have it, luck was on their side.

The two friends opened **A Lucky Find** in May of 2003 with a few crucial goals in mind: to offer only quality consignment items, to be consignor friendly and to offer a unique shop that makes a difference in nurturing and helping women grow.

Early glitches for these ladies would prove to be yet another lucky coincidence. With hopeful optimism they opened the store with only 500 clothing items, an assortment of new jewelry, and racks filled with empty hangers and a sign reading, "Please help us fill our racks!" Just after opening a surprise came their

way when a consignor showed up with a truckload of home decor and small furniture pieces. The direction of the store changed completely and quickly became an extraordinary eclectic mix of designer labels, nearly new items and amazing, charming finds. One of the newest and most well received additions has been the Personalized Keepsakes, which prints names, poems and star signs on artistic backgrounds.

A Lucky Find is a respite for tourists looking for something different. It is a mainstay, much like the local barbershops of old. Here women, as well as men, gather to sell their goods and share the stories of their lives. Being tucked around the corner on 25th Street between Atlantic & Pacific would cause the locals' expression, "Wow, I didn't know you were here!" Cleverly, the shop's owners turned that phrase into a successful ad campaign. Marketing is one of their favorite responsibilities of being store owners. They developed creative promotions such as "Come Back Bucks" earned for every \$20 you purchase and a new "Refer a Friend" program. Soon they will be introducing a "Ladies Night Out" after hours shopping party.

Tracey and Julie are most proud of the home like, courteous atmosphere created in their shop. A warm greeting, creative displays and the delicious scent of incense always delights first time shoppers as they browse **A Lucky Find**. Upon entering, don't be surprised if you are welcomed by four year old Laney handing out business cards, hear the delightful sounds of



Connor, also four, as he demonstrates the wooden toys, or the salesmanship of six year old Caitie, who has been known to find shoes that match perfectly with an outfit. It's all in the family with two Irish husbands who offer their complete support.

"The best compliment we ever received," says Tracey, "is 'This store is so wonderful, it should be full of people all the time!' " It's well worth the trip to discover **A Lucky Find** of your own.

A Lucky Find
Quality Consignments & Gifts
Between Atlantic & Pacific
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