

Chandler's KatyBug Faye Boutique Has a Formula for Success

Written by Claire Perkins

Friday, 18 March 2011 15:03 - Last Updated Friday, 18 March 2011 15:18



It's the same old story when you think of most Valley boutiques. While of course there are exceptions, the general trademarks include sporadic shoppers, huge markups and low turnover. How many times have you visited your favorite little shop only to see the same merchandise that was there during your last visit?

Well KatyBug Faye, a new boutique in Chandler, is finding amazing success with a different philosophy. The mother-daughter team have made a point of keeping their store accessible and shoppable for all.

Check out what sets this little shop apart from the rest.



Loyal Shoppers

Contrary to the many businesses out there that begin with a loan and a dream, owner Lisa Looney and her 19 year-old daughter Kathleen began KatyBug Faye years ago, and originally hadn't planned to open a boutique. The team began by creating one-of-a-kind products, like bedazzled Havaianas flip-flops, and began selling them to friends of the family. Lisa thought of it as a learning experience for her daughter in starting a business- she taught her how to evaluate material costs, then determine at what price to sell each product. Later came more complex lessons like Tax ID numbers and going to market to find lines to carry. They began holding trunk shows and shopping parties with additional merchandise, to much success. Finally, with a proven track record and a tried-and-true book of fashionable followers, they were able to open their shop, an adorable spot on Chandler Heights Road and Gilbert Road, conveniently located next to a Starbucks.

Fabulous Clothing

With frequent trips to market in Los Angeles and New York City, KatyBug Faye is able to provide unique items from across the country, both glitzy and casual, in their wholesome shop. Some of their many brands include Audrey Anne, Yag Couture, T-Party, L.A. Idol, Ya Los Angeles, D' Closet, Miss Chic, Pretty Good, Nicole Lee, Hide N Sole, Vocal, Blanc Noir, Sugar Lips, KatyDid, 5th Culture, Grace in L.A., Down East Basics, Y Apparel, Pick Up Sticks Jewelry and Farm House Chic.

Affordable Prices

Though many friends warned her about opening a business in the middle of a recession, Lisa vowed to prove them wrong. She's proven so far to be bad economy-proof by offering a fun shopping experience for girls of any age, at extremely affordable prices. In fact, many times KatyBug Faye has shown to have prices even lower than local shopping center stores that carry the same brands. She told *AFM* about a time a shopper found jeans at the boutique she'd recently bought at the mall for twice the price. It's the accessibility that keeps loyal shoppers coming back.

Chandler's KatyBug Faye Boutique Has a Formula for Success

Written by Claire Perkins

Friday, 18 March 2011 15:03 - Last Updated Friday, 18 March 2011 15:18



Fast Turnover

Thanks to the affordable prices and items that fly off the shelves, KatyBug Faye is able to always stock new brands and keep their inventory fresh. You can also always expect a fabulous and current window display, thanks to Kimberly Amsler, a U of A grad visual merchandiser extraordinaire.

Events & Guest Trunk Shows

Because the store has such a following and encouraging traffic, KatyBug Faye is often host to outside trunk shows and vendors, who bring inventory to the table for sidewalk sales or fun extras, like tinsel hair extension applications.

A Goal to Raise the Self-Esteem of Women and Girls

Above all, Lisa's goal for the boutique is to help the confidence and self-esteem of her clients. She says, "whether we are accessorizing an outfit already in your closet, or putting together a totally new look for you, our goal is always to make sure that you leave KatyBug Faye Boutique feeling even better about yourself than you did when you came in."

That's a philosophy we *love*.

KatyBug Faye

4970 S. Gilbert Rd. Suite C-1

Chandler, AZ 85249

info@katybugfaye.com

KatyBugFaye.com