

Frances Boutique, Phoenix: Shop Modern Vintage

Written by Christina Silvestri

If I'm ever looking for a unique and refreshing sartorial piece with an old-fashioned flair, Frances is certain to be at the top of my no-one-else-will-have-this list.



The eclectic 10 W. Camelback Road boutique carries a medley of men's, women's and baby apparel, accessories, vintage wares, paper goods and even pet merchandise. Inside the black and white brick building is a whimsical wonderland: handmade jewelry artfully hangs on tree branches, a playful miniature chandelier composed of miniature Kelly-like dolls floats overhead and a wide bedecked chalkboard dangles behind the stickered register.

Owner Georganne Bryant describes her style for the CenPho (Central Phoenix) boutique as "modern-vintage and eclectic." Each Frances product reflects Bryant's personal taste and high standards for quality.

Bryant collaborates with local artists and travels to trade shows across the country to find one-of-a-kind pieces. Vintage and new designer fashion, handmade jewelry, stationary, functionary art and locally made goods fill every rack and antique display armoire in the store.

"It's whatever catches my eye and I get excited about," she said.



There really is something for everyone at Frances; tough, edgy apparel for guys, organic catnip for your cat, locally hand-painted TOMS for the artfully-conscious, handmade stationery from Seattle-based company Driscoll Design, and transition-ready dresses that will take you from workday to weekend, all just beg to be taken home.

"We get items everyday," Bryant said. "Since we're pretty well-known, we turn out inventory pretty fast. It's nice for our customers to see something new every time they come in."



Bryant said she was encouraged by her daughter and husband to make Frances a reality.

In 2006, she opened shop and named it after her grandmother.

Popular clothing brands frequently featured include Odd Molly, Free People, Penguin and Vintage Betty.

After shopping at Frances (if you can ever pull away), walk two doors down to Smeeks candy shop, also a Bryant brainchild, for some novelty candy and vintage soda.

For Bryant, it's all about the perfect blend of old and new.

"Nostalgic makes you feel good," she said. "You can't help but feel happy."

Frances will celebrate its 5-year anniversary in May.