



11.01.10

HOT GROWTH Ann Siner, CEO/Co-founder

COMPANY: Eco-Chic Consignments Inc (doing business as My Sister's Closet, My Sister's Attic and Well Suited Men's Resale)

2009 REPORTED REVENUE RANGE: \$10 million - \$19.9 million

YEAR ESTABLISHED: 1991

NOTEWORTHY: Grew from 40 full-time employees in 2008 to 132 in 2009

WEB SITE: mysisterscloset.com

Ann Siner took a big leap of faith in 2009. While other businesses hunkered down and hoarded advertising and marketing dollars, Siner's company completely upended its marketing strategy, earmarked more funds for advertising and marketing, and found a new marketing and public relations company that developed a sharp new campaign, implemented highly focused search engine optimization and changed the consignment boutique's overall web strategy. It paid off big-time.

"A lot of this is based on my theory that if we have good product, we can sell it," says Siner, adding, "And, we can sell it for a great price."

The increase in unemployment was an added plus for Eco-Chic Consignments because that meant a strong pool of candidates that helped her triple her staff from 40 in 2008 to 132 in 2009.

Siner adds that most of the company's managers have been working with her for more than five years, and by and large, promotions are made from within employee ranks.

"We've been fortunate that we have always viewed ourselves as presenting a win all around — for consigners, who have a chance to make some cash, for our buyers, who get wonderful goods at great prices, and for the environment, since everything we sell is something recycled and not tossed away. A win-win-win."

—Patricia Bathurst Boardman

IN CONJUNCTION WITH THE
COMPANY'S INCREASED
EMPHASIS ON MARKETING,
MY SISTER'S CLOSET WILL
DEVELOP AN ONLINE STORE
WITH "VERY AFFORDABLE
SHIPPING," SINER PROMISES.

