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For Immediate Release

Jill's Consignment Online Designer Boutique Reports Change in Trends and Increased Sales

Jacksonville, FL - Jill's Consignment has just completed a record year. While that might not normally make news, it is particularly newsworthy in the midst of the worst recession this generation has ever witnessed. While retailers are reporting both disappointing sales and disappointing earnings, the opposite has happened for this Internet retailer.

A leader in the online designer consignment industry, Jill'sConsignment.com offers gently-used, authentic, current, vintage, and limited edition Louis Vuitton, Hermes, Chanel, Gucci, Balenciaga, Bottega Veneta, Marc Jacobs, YSL, Prada, Chloe, Fendi, Christian Dior, Burberry, Tod's and other bags, shoes, and accessories

"The recession hasn't affected us in the way it has high-end retailers and boutiques," says Jill's Consignment owner Jill Sadowsky, explaining why her business is flourishing. "Louis Vuitton, Hermes and Chanel, top resale labels, are selling as fast as they come in."

Often the exclusive labels Sadowsky sells are hard to come by. But because of the difficult economic times that have occurred in the past year, more people are willing to, or need to, part with their designer goods. These items were purchased by their original owners in more bountiful times. Now, many of those people are scaling down and turning to Jill's Consignment to recoup some of their money.

"In normal times, we receive mostly consignments," she said. But because these difficult economic times have prompted many of her consignors to garner immediate cash, she is purchasing the merchandise even cheaper and passing that on to her customers who are swooping up her bags.

"We are seeing high-end buyers that we never saw before," said Sadowsky. "These buyers are getting the same designer bags at prices that can't be found in the stores. Louis Vuitton never puts its items on sale, and in fact, the company usually has yearly price increases including one a couple of months ago. Since this is resale, the same pricing doesn't apply to us. Many of our bags can be found at half the original retail price."

And it's not just the buyer that's winning. This is a win-win for both buyer and seller. "A Louis Vuitton or Hermes bag is more than a designer accessory, it is an investment," Sadowsky said. "We get Louis Vuitton bags that are 25 and 30 years old that have a higher resale value than their original retail value." In these cases, the seller wins because she often makes close to what she originally paid from a bag that she got years of enjoyment from, and the buyer wins because the bag is still much less expensive than it would be in the store.

Sadowsky anticipates sales will continue to increase as long as the desire for luxury goods remains constant.

About Jill's Consignment:

Headquartered in Jacksonville, Florida, www.jillsconsignment.com buys and sells top designer handbags, shoes, jewelry and accessories in new, used and vintage condition. Originally founded as a storefront in 1996 in Orlando, Florida, in 1999, Jill's Consignment owner Jill Sadowsky took her business to virtually every location on the globe riding the Internet superhighway to worldwide success.

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