

Crystal Couture, the chic ladies dress shop known for its stylish bling and hip accessories is broadening horizons, as it enters a new chapter of expansion. And the next chapter promises to bring even more talk than ever.

While closing its doors on its present location at 110 Public Square, the new couture is having a facelift.

“We’ve loved our home,” says owner Helene Singer Cash of her location of nearly four years. “But we’ve simply outgrown it.”

Cash is working on a new commercial space for a showroom located at The Mill that will be open by the end of June for appointment for personal styling, shopping events and more. Crystal Couture will be changing their business model from “bricks and mortar” to “clicks and mortar” to focus the next phase of their business, online sales.

In what Cash describes as a blend of retail, experiential and interactive, the next phase is but a passage to their ultimate destination. In the interim, the plan is to keep in touch with what Cash calls her “Core Couture Club,” whereby special promotions, events and one-on-one consulting will be made available by appointment and sneak peak previews will be by invitation.

“So it’s very important to join Club Couture,” said Cash of the new transition. “Yes, we’re about Facebook, yes, we’ll be working our social media, but in the end, I plan to stay in touch directly with those who’ve made our business the success it is today. In time, you’ll be able to shop Crystal Couture 24/7.

To join Club Couture, go to SparkleNow.com.

“And no, we never sell our lists. Our clientele is our most cherished asset,” Cash confirms. “To be certain, you won’t want to miss what’s coming up next.

Crystal Couture moving, growing

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