

The Buzz: Whatever happened to Chic to Chic?



Last summer, Chic to Chic's owners learned they were going to lose their lease around the end of 2014 because a neighboring store wanted their space for expansion.

Chic to Chic is a thriving upscale women's clothing consignment boutique that's been open for seven years.

It's still currently open at 311 N. Mall Drive, on the south side of the Fox River Mall in Grand Chute.

When confronted with the news last summer they were going to be kicked out, store owners Jill Nelson and Tammy Eiting first thought they would sell the business or simply close it.

They ended up doing neither.

Instead, they'll keep the store and just move it.

"At first, we did put the business up for sale and had some interested people," Nelson said.

"But we took it off the market. Ultimately, we decided we weren't ready to shake hands and part ways. Tammy and I looked at each other and said, 'How can we close a business that is successful?' Business is going great here," she said.

Last week, they signed a lease for a new larger spot just one building away, at 301 N. Mall Drive, in a strip mall that also houses Jenny Craig and Kelly's Nail Salon.

"We are shooting to be open Jan. 26 in our new location," Nelson said. "We are still accepting consignment and prom dresses for Chic Prom."

Chic Prom is a seasonal dress department inside the store that gets revved up at this time of year with prom season approaching.

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