

# Simplicite Volontaire – ‘Voluntary Simplicity’ or Frugality is Now Cool!

SHORT HILLS, N.J., Aug. 12, 2011 (SEND2PRESS NEWSWIRE) – DoubleTake Luxury Consignment flourishes in poor economy – shoppers finding back to school and fall fashion steals. Today the Bergdorf Goodman customer brags about the bargains she found at Costco, and the Barney’s client clips Sunday morning coupons for groceries. Price vs. perceived value has never been more of a component of retail fashion shopping trends.

Stores like DoubleTake Consignment, which thrive in this climate, understand that even among their wealthiest clients, exorbitance has become passe, and thrift is cool.

Their best clients want to:

- Maintain their standard of living while spending less;
- Enjoy a greater perceived value;
- Purchase new items more often;
- Take pride in finding great bargains;
- Enjoy one-on-one personal service.

DoubleTake luxury designer consignment stores offer all of these to their clients, plus the opportunity to earn back cash for their gently used items at any New Jersey DoubleTake stores, or in their own homes anywhere in the nation.

The exclusive fashion shop, a long-held secret of the wealthy, including celebrities, models, photographers and executives sells luxury designer clothing, handbags, accessories and jewelry, splitting the proceeds with their original owners. Products debut at 35% of retail, with sales split 50/50 with consignors.

This summer DoubleTake offers shoppers an opportunity to partner with world famous designers to benefit Fashion Target Breast Cancer, by purchasing donated items with all proceeds going to the Charity. DoubleTake also connects consumers with television and Hollywood wardrobe artists, costume designers, and world-class designers by offering one-of-a kind apparel worn by celebrities.

Just in time for Back to School and Fall Fashion, here are just a few examples from thousands of unique values recently available:

Prada Vest	Retail: \$800	DoubleTake: \$270
MaxMara Dress	Retail: \$520	DoubleTake: \$176
Gender Bias	Retail: \$350	DoubleTake: \$135
Tory Burch Pant	Retail: \$250	DoubleTake: \$80
Shoshanna Top	Retail: \$175	DoubleTake: \$29
Roberto Coin Earring	Retail: \$98	DoubleTake: \$25

Stores are located in Englewood, Ridgewood, Short Hills and Red Bank, NJ. Not near a store? Request a home visit or go to [www.edoubletake.com](http://www.edoubletake.com) .

Marci Kessler and other expert employees have flown across the globe as part of the store's unique consignment concierge service. They'll visit a home, TV studio or movie set to review and pick up preferred high fashion clothing and accessories.

If you have samples, collections, excess inventory, personal items or full wardrobes you'd like to turn into cash, contact Marci Kessler at [marci@edoubletake.com](mailto:marci@edoubletake.com), call 866.678.6464 or visit [www.edoubletake.com](http://www.edoubletake.com) .

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Marci Kessler recently appeared on national television to offer tips for luxury designer consignment shopping, and is available for interviews by phone, in-studio, or in any of their NJ Stores to talk about how the downward trend in the economy has presented opportunities for some businesses, and for all smart shoppers – and to educate consumers how they can benefit in today's economic climate.

News issued by: DoubleTake



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