

# Diva on a Dime makes debut in downtown Beloit

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Two women who've been working with people for decades have opened a new boutique consignment store in downtown Beloit.

Diva On A Dime, 412 E. Grand Ave., had a soft opening in mid-September and is welcoming in new customers and consignors. It's planning a grand opening later this month.

Lynn Monson, owner of the store, is the co-owner of Wedges Restaurant and Bar in Janesville with her husband, Bruce. And her employee Kris Christ has been working in retail for more than 40 years.

The new 1,800-square-foot shop will sell clothing, jewelry, purses, scarves and shoes. Each size — whether small, medium or large — is arranged in a separate area of the store so people can find their sizes easily.

The items are mostly name brands, including Chicos, Anne Klein, Ralph Lauren and Coldwater Creek. There are also finds from consignors who travel and bring items back from their destinations. Monson said many of the items may not be available at other shops in Beloit.

Monson said the store already has seen flocks of customers and a few new consignors. The store currently is taking consignments which must be like-new, clean, ironed and be in style or be a timeless item. Store staff set the prices and the consignor gets 40 percent of what the item sells for.

Monson said she's been in the retail business for years, owning That Boutique in Edgebrook for the past 10 years. When she decided to close the shop she brought in some of her own gently used clothing this spring to sell alongside the reduced price new items.

"All of the sudden it became 98 percent consignments and 2 percent from vendors," she said.

The consignments became so popular she decided to devote an entire store to them and found the perfect location in downtown Beloit. She was able to use her racks and display cases from That Boutique.



## Diva on a Dime

From left; Kris Christ and Lynn Monson hold a sign for Diva on a Dime, a ladies consignment store which opened in downtown Beloit in mid-September. They will offer gently-used name brand clothing, purses, scarves, shoes and jewelry for low prices.

Both women say they are excited to be in Beloit's downtown. Christ said having the eateries, shops and farmer's market nearby makes Beloit a "mini Madison."

"There is a reason to come to Beloit," Christ said.

Being in the bar business, Monson said, has helped her know when and how to connect with people. It's a skill she employs at her store, setting a good rapport with her customers.

"There are too many places where you aren't greeted and are made to feel not welcome," Monson said.

If customers are looking for a unique item, Monson and Christ said they will do their best to find it.

Monson said she is honest yet tactful to her customers when they ask her for her opinion on what they are wearing.

"I don't care if you like lime green, it doesn't like you back. There are just certain colors only certain people can wear," Monson joked.

Her most favorite job duty has been working with girls looking for prom and homecoming dresses.

Before Monson got in the bar business, she worked in manufacturing and later as an investment administrator.

Christ said she started in the cosmetic department at Bergners and set up the Clinique counter. She then worked for a variety of owners at That Boutique for more than 40 some years in addition to her part-time waitress work.

Hours at the store are 10 a.m. - 5 p.m. Monday through Saturday. During the Beloit farmer's market, the store will open at 8 a.m. on Saturdays. The store will also offer "power hour of shopping" where a group can reserve a shopping session for an hour.

For more information call Diva on a Dime at 608-312-4257.