



## From Funky to Elegant: Local Colour Resale Boutique Opens in Orleans

If you are looking to stretch those clothing dollars this holiday season, take a trip to the Local Colour Resale Boutique, near the Land Ho! Restaurant, in Orleans. This resale consignment shop offers a high-class style and attitude.

Owner Dale Tracy, mother of four, is no stranger to making ends meet. When her children were small Dale was a single mom. "I had to learn creative financing out of necessity," she explains. In this day and age, people are looking to cut costs wherever they can. Not only does resale afford customers the chance to buy clothing at a fraction of the original retail cost, it also gives them an opportunity to consign gently worn clothing and earn some money.

As the former owner of a children's consignment store in Brewster, Dale brings years of accumulated talent and experience to her new business venture. "I know the business very well," she explains.



While the boutique specializes in formal wear, Local Colour has something for everyone. Dale caters to teens and women of all ages and sizes. Her inventory ranges from prom gowns, holiday outfits, business attire and mother-of-the-bride dresses, to pants, tops, jackets, skirts, handbags, shoes, jewelry and accessories. Dale advertises her store's look as being "from funky to elegant."

Being raised to be consciously aware of the environment, the idea of "recycling and reusing" makes sense to Dale. One of her biggest passions is redesigning and making new things out of old. She finds it fulfilling to combine her business sense with her creativity.

Dale has always loved the business of buying and selling, and also enjoys working with the public. She's happy to offer suggestions to clientele looking for the right ensemble, or even a "makeover" for a new look, including discount coupons from local salons as well.

"I really feel good about being able to give back, especially women helping women," says Dale. In this spirit, she also takes "donated" goods on consignment, with the proceeds going to Independence House, an organization that benefits women in transition. "There is so much need in our world today," Dale says. "Every little bit helps."



OPEN TUESDAYS THROUGH SATURDAYS  
FROM 10AM-5PM

Consignments are limited and accepted by appointment only.

Items for consignment must be in season, clean, pressed and on hangers.

Please call 508-255-2846 to make an appointment

Along the lines of women-helping-women, Dale has collaborated with three other consignment shops in town. Each shop offers something different: tots to teens, the vintage shop and Local Colour's teen-to-woman selection. None of these shops are in direct competition with each other, so they've decided to join forces to share advertising ideas and costs.

Local Colour shares building space with another woman-owned business, Re-Creations, profiled on the Creative Women pages of this issue of CapeWomenOnline. Re-Creations owner Lynda Spencer-Evans offers interior design, home organization, staging and feng shui, all on a budget with free consultations. She and Dale share their building's overhead, while running businesses that compliment each other.

Dale is expanding her business to include an online specialty clothing store and an art gallery.

