

ON
THE

STORE FRONT

SPEND TUESDAYS WITH
MARIELLA SAVIDGE BROWSING

THE NEWEST LEHIGH VALLEY STORES



THE GENTLY USED clothes, some with designer labels, top out at \$9.99 at Via Thrift Boutique in Allentown.

Jane Therese Special to The Morning Call

The result of the recent thrift store shuffle in the Lehigh Valley means that Via now operates four. One of the newest is the **Via Thrift Boutique** in Allentown, which caters to the label-conscious men's, women's and children's clothing shopper or anyone who is looking for quality clothing at a really good price.

- **Name of the store in four words:** This suit looks great.
- **A great gift for someone hard to shop for:** A plush Gund rhinoceros for \$2.50.
- **Who shops here:** You'd be surprised — anybody who wants a Talbots label and quality, but doesn't want to pay Talbots prices. It's a great place to go before a job interview at which you want to dress to impress.
- **Great finds:** A Coach clutch for \$4.99.
- **I really loved this:** A very '70s embroidered babydoll

top for \$4.99.

- **Most expensive item:** Women's two-piece dresses, some jeans and men's outerwear are \$9.99.
- **Least expensive item:** Some children's clothing and men's ties for \$1.99.
- **I'd go back for:** Whatever they get in next week.
- **To pay full price would be out of the question:** A like-new little girl's pale pink linen dress piped in apple green with matching coat for \$5.99.
- **Just get the T-shirt:** For \$1.99 you can forego the

ridiculous training and pretend you ran a 5K at Lehigh University or a marathon through Disney World.

■ **Overheard:** "We'll be back to get more clothes for your brother when he gets bigger," said a mom to her young daughter.

■ **This really impressed me:** The array of labels on blue jeans — most for \$5.99: Eddie Bauer, Hollister, J. Crew and Ralph Lauren, to name a few.

■ **The sales staff was:** Helpful and hands-off at the right times.

VIA THRIFT
BOUTIQUE

1583 Lehigh St., Allentown
610-437-1612

Opened: April 26

Hours: 10 a.m. to 6 p.m.
Monday-Saturday

Specialty: Gently used clothing, many with designer labels

Video: themorningcall.com/extra