

## Out-of-the-way Plumb boutique a real find

### SOUTHWEST RENO

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Want to update your wardrobe for fall with affordable boutique items, or need to get some cool back-to-school clothes?

Tucked near Shoppers Square is The Niche, 299 E. Plumb Lane, owned by Jamie Getty, 45, and managed by Veronica Munn, 19, a University of Nevada, Reno student.

Going on its second year, The Niche targets women from college-age to 50s with trendy and unique clothes, home accessories and now, furniture.

Getty, former retail director for Great Outdoor Clothing, says she buys items for the store that she likes at prices she would pay. Although her shop is hard to find from the road, she said word of mouth has driven her customer base. What they like is boutique clothing at prices two to three times as low as typical shops.

This fall, the trends will be unique zip-up hooded sweatshirts that have designs, embroideries and sequins, Munn said. Some of these sweatshirts are extra long and can be pulled up as high as you want it.

"They are comfortable and fashionable," she said.

Long-sleeved detailed thermal shirts are also popular, while it is recommended to layer them, either with a tank top or T-shirt.

The new jean trend, Getty said, is the straight leg, moving away from the popular flare leg. But since Reno is behind the fashion times, she said flare and boot-cut styles will remain popular, especially those with embroidered designs or sequins on the pockets.

"Whatever makes you feel slim is what you should buy," she said.

Dressy tank tops are also a good buy, worn with a coat when the weather chills.

Colors to look for, Getty said, are black, gray and whites, worn with a bright color, like red. But, she said she still sells a lot of neutral colors.

The Niche also sells a limited amount of jewelry, handbags and greeting cards.

"There is something here for everyone," Munn said.

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#### Abstract (Document Summary)

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