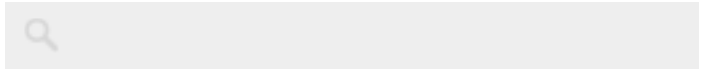




HOUSE ACCOUNT

SHOP BOSS: MEET CHRISSY SAYARE OF TO BE CONTINUED

GET IN WITH THE BEST BOUTIQUES



Owned by Chrissy and Mitch Sayare, To Be Continued is a high-end, luxury consignment boutique specializing in coveted designer clothing, handbags, shoes, and accessories at discounted prices. Curated from distinguished closets around the world, the shop's assortment comes from places as far as Paris, London, and Athens. In store you'll find sought-after brands including Balenciaga, Céline, Kenzo, Matthew Williamson, Saint Laurent, Thom Browne,

Valentino, and more. We recently caught up with Chrissy to chat about consignment shopping, her favorite designers for a splurge, what she's learned as an entrepreneur, and more...

Hometown: Boston, Massachusetts

Style Icon(s): Miroslava Duma, Carolyn Besette Kennedy, Lauren Santo Domingo, and Mimika Kolotoura.



Words to live by / favorite quote: Dress for the life you want to live, take some risks, think outside the box, have the courage to be different, and buy it when you see it!

How would you describe your style? I have dressed the same for the past thirty years. I have always loved a mix of high and low. As a student at NYU in the 80s, I used to wear ripped jeans with the best jacket I could afford. At that time, it was a Fendi jacket that I scored at Filene's Basement and the jeans were a pair Levi's that I begged a male classmate to give me when I saw how great they fell on his hips. We were friends. I think I wore that outfit every day for a year. I've always had the motto that one should invest in fewer pieces that will stand the test of time. The result is that my personal style has always revolved around a mix of classic investment pieces and the more unexpected.



Item(s) from your closet you can't live without? My Chanel jackets, Daniela Corte wax jeans (I sell them in my store in every color), and the chunky gold rings that I've collected from various parts of the world.

Tell us the story behind To Be Continued! Who or what inspired you to get involved in consignment? I have always been a huge bargain hunter as I was born with a love of high fashion and appetite to consume all things beautiful. The reality was that for many years I was confined by a very limited budget. So, the idea of buying luxury designer apparel at a discount has been my MO most of my life. Consignment was a natural area of interest for me given my passion for fashion and reluctance to pay retail prices. The traditional experience of consignment shopping was just a bit of a turn off for me. I like nice things, shopping in beautiful boutiques, and enjoying the perks of good customer service. I had not been able to find a consignment experience that merged all of these things. So, along with my husband, we launched To Be Continued with the sole purpose of catering to a well heeled client and customer base who expect the services, merchandise, and experience found in the nicest boutiques in the world. Our approach is to turn the consignment industry on its head and provide an experience like no other in the industry. We feel we accomplish this every day in our Scottsdale and Dallas boutiques!



Is there a piece of advice on starting your own business that has stuck with you? For some reason the term “Analysis Paralysis” has stuck with me. I don’t know where or when I heard it, but it resonated with me and it is a sentiment that is always in the back of my mind. You can overanalyze anything to point where you will never pull the trigger and just get started. I’ve learned that as an entrepreneur one must be comfortable with some ambiguity and also agile enough to change direction if there is a better path that presents itself. My advice is to get comfortable with not having all the answers up front, don’t be afraid to change the course, and never let the fear of failure stop you from launching.

Items in store right now that you’re crazy over? I am loving this yellow Valentino rock stud backpack. I think it is really playful, yet very sophisticated and beautiful. I am also dreaming of this Violet 35cm Birkin. It is delicious!





If we must splurge, which item in store is worth it? Anything Chanel or Hermès is a great investment and fun splurge. You can never go wrong with a classic bag from either designer. Our top sellers are the Chanel classic quilted flap bags and the iconic Hermès Birkin bags.



How do you source pieces for the store? Are there particular designers you favor? We source from all over the world, including from consignors in Paris, Athens, London, New York, Boston, Jackson Hole, and more. Sourcing of products started with my own personal network. It has since expanded by word of mouth and many of our customers (local and out of town visitors) have become consignors. We carry all of the top designer labels like Chanel, Hèrmes, Louis Vuitton, Valentino, and more, .but also love to carry the more approachable brands like Rag & Bone, Isabel Marant, Tory Burch and Golden Goose.

For those of us new to consignment shopping, can you offer some tips? Start with a boutique or operation with a reputation for being very discerning in what they take. There is no bigger turnoff than finding soiled or very worn clothing at a consignment store. It is also important to trust that the establishment is selling only authentic merchandise. From there, I'd say "just jump in" and shop as if you were in a "regular" retail store. These days, boutiques like TBC Consignment are selling brand new or like new merchandise only. The prices are discounted, the selection is better, and the inventory is

constantly turning over. Just have fun and enjoy the treasure hunt!



What is the best part about running shop in Dallas? I am loving meeting an entirely new community of fashionable, savvy, motivated women – all of whom have their own styles and stories. The women of Dallas are an amazing and unique breed. I am inspired by them every day and grateful that they have welcomed us in to their community.

Favorite local spots in Dallas? Restaurants, shops, watering holes? I love shopping at Highland Park Village as it houses all of the boutiques I shop when I go to Paris. I frequent Chanel, Hermès, and Dior the most and love to pop in to Scoop or Rag & Bone for some trendy items. To Be Continued is now the official consignment partner of Highland Park Village, so anyone who consigns with us can earn an extra 10% back on sold items in Highland Park Village credit. I love taking advantage of this great deal myself. For restaurants, my team and I are in Eatzi's pretty much three times a day. It is right next to our boutique and we love all of their homemade offerings. My husband and I love Uchi for Japanese and the Capital Grill for a classic steak night.



What do you love about House Account? House Account has been a great way to share our offerings with a wider net of customers. We love that fashion lovers can find us easily through the app and that they can see up to the minute treasures as they come through the door.

PHOTOS OF CHRISSY: COURTESY OF TOMBOY KC | PHOTOGRAPHY BY SUKILYNN

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