

The Company we keep ...

Abbound * Adele Simpson * Adolfo * Aeve * Agnona * Akira * Akris * Alaia * Aldrich
 Alexander McQueen * Andria Lieu * Anko * Anna Sui * Anne Crimmins * Anne Dee Goldin
 Anne Fontaine * Aquascutum * Armani * Baccarat * Badgley Mischka * Ballantyne * Bally * Balmain
 Beged Or * Ben Reig * Benien Davis * Bergdorf Goodman * Bernard Altman * Bill Blass * Blumarine
 Blum's Vogue * Bob Mackie * Bonwit Teller * Bottega Veneta * Boucher * Bulgari * Burberry
 Burke-Amey * Cacharel * Carole Garber * Carolee * Carolina Herrera * Man Wing
 Carolyne Roehm * Cartier * Celine * Cerutti * Chacock * Chan * Chanel * Chang-Lima * Chloe * Ciner
 Claude Montana * Clayden * CoCo * Colomba Leddi * Colonna * Comme Des Garcon * Connolly
 Coro * Country Shop * Courreges * Frank Olive * Gunex * Guy La Roche * H + J Savitt * Hache
 Cristiano Fissore * Cuir * Curiel * Cynthia Rowley * Dalton * Danano * David Cardona * David Yurman
 De Meulenmeister * Delvaux * Dennis Basso * Di Nicola * Diane Freyes * Diane Von Furstenberg
 Dolce & Gabbana * Doo Ri * Dries Van Noten * Eisenberg * Elizabeth Arden * Erickson Beamon
 Ervin Pearl * Escada * Etro * Falchi * Fendi * Feraud * Ferragamo * Ferre * Fiandaca * Galanos
 Galliano * Gaultier * Genny * Givenchy * Graham Steele * Graziano * Griffith & Gray * Gucci
 Halston * Han Feng * Hanae Mori * Hannant * Pazuki * Dusan * Trifari
 Hattie Carnegie * Helga * Hermes * Hindmarch * Hino & Malee * Holt Renfrew * Hsu * Industria
 Issey Miyake * Istante * J. Comes * Jacques Fath * Jamin Puech * Jean Muir * Jil Sander * John Patrick
 Judith Jacks * Judith Leiber * Jurgi Persoons * Kanae Ikai * Kanes * Karl Lagerfeld * Cesare Fabbri
 Kenneth Jay Lane * Khanh * Kieselstein-Cord * Kleinberg Sherrill * Koos * Koret * Kors * Kramer
 Lalique * Lamanna * LaMendola * Lanvin * Laurel * Liancarlo * Lida Baday * Lillie Rubin
 Lisa Toland * Lissner * Longchamp * Loro Piana * Louis Vuitton * Lucca Lucca * Lucille Of Paris
 Lulu Guinness * Lynggaard * Madame Gres * Magaschoni * Malo * Manolo Blahnik * Manrico
 Marc Cross * Marc Jacobs * Margiela * Margon * Maria Pinto * Marianne Kooimans * Marina Rinaldi
 Max Mara * Megan Park * Michi Moon * Mimi Di N * Miriam Haskell * Misi * Missoni * MiuMiu
 Isaac Mizrahi * Mollie Parnis * Moorcraft * Morgane LeFay * Morris * Moschino * Mr. John
 Nanette LePore * Norma Kamali * Norman Norell * O/R/A * Oliver Peoples * Originala * Orla Kiely
 Oscar Dela Renta * Ozbek * Pamela Dennis * Panetta * Patricia Locke * Patricia Underwood
 Paul Smith Blue * Pauline Trigere * Philippe * Piazza Sempione * Picasso * Pierre Cardin
 Pierre Charier * Polcini * Polvere * Prada * Pratesi * Pringle * Pucci * Quinta Colonna * Rena Lange
 Revillon * Richard Collins * Richard Tyler * Roberta Camerino * Roberto Cavalli * Rohde-Royce
 Roxanne Assoulin * Rubin Chapelle * Rudy Gernreich * SAL * Sam Kori George * Sansapelle * Santi
 Sarah Chambers * Scaasi * Scherrer * Schiaparelli * Schreiner * Shamask * Sharif
 Shepherd's of Australia * Sonia Rykiel * Spritzer & Fuhrmann * St. John * Stanley Korshak
 Stella McCartney * Stephen Dweck * Steve McQueen * Strehle * Swarovski * Ted Lapidus
 Thierry Mugler * Theodore Olive * Tibi * Tiffany * Tod's * Isabel Toledo * Tory Burch * TSE * Ultimo
 Umi * Ungaro * Vakkko * Valentino * Valvo * Van Cleef Arpels * Varda * Vati Itthi * Vecchi * Vera Wang
 Versace * Versus * Vestimenta * Viktor + Rolf * Victor Costa * Vittadini * Vivian Tiel
 Vivienne Tam * Walborg * Weiss * Stuart Weitzman * Whiting & Davis * Yamamoto * Yaubel * Yeohlee
 Yigal Azrouel * Yolanda Lorente * Yves St.Laurent * Zonda Rhodes * Zuckerman * Chang-Lima * Blumarine
 Schumacher * Veronique Branquinho * Catherine Malandrino * Geoffrey Beene
 Christian LaCroix * Christian Dior * Charles Jourdan * Markus Lupfer * Becky Bisoulis * Zoran

The DAISY Shop on Oak in Chicago, women's couture resale - where very gently worn, authentic noble items find a 2nd home™ Open: Wednesday through Saturday, from 11AM-6PM; Sunday, from noon-5PM. VISA, Disc, M/C, Google CheckOut accepted. Visit our 24/7 store, <http://daisyshop.com>, for extraordinary catalog shopping any time, or talk with us any time convenient to you, daisyshop@daisyshop.com. Publicity contact: Barbara Nell (312) 943-8880, FAX (312) 943-6660.

Front Cover: Sarah Chambers Brooch, gold mesh, bow motif Length, 2-5/8 in.; width, 4-1/4 in. \$179.00
 02/11

The Daisy Shop on Oak in Chicago



Present it

The Daisy Shop, women's couture resale, 67 East Oak, 6th floor, Chicago (312) 943-8880

Daisies don't tell...

West of Michigan Avenue, on the south side of Oak Street, between Michigan Avenue and Rush Street, stands the 67 East Oak building, distinctive for its '50's architecture, 6-floor height, black theatre marquee, and distinguished tenants, Pratesi Fine Linens, We'll Keep You in Stitches, Chicago's Best Barbers, Lisa's Nail Salon, Mondragon Spa, and Dreidels & more.

Located on the top floor, secluded, high above the hurry-hurry below, is a 'jewel' of a women's resale shop, **The DAISY Shop**, so called by the Editors of *Where Chicago* Magazine, a 'lovely' women's resale shop, so called by the Editors of *Front Desk* magazine, the Gold Coast pride, as Ruth LaFerla, *NY Times* put it, and a favorite Vintage Shop, according to Nina Garcia in her book, *The One Hundred*.

Inside the quietly elegant boutique resides the largest selection of gently worn, couture clothing and accessories in the United States, 1,300 items, at any one time, from 'Abboud to Zoran,' as a journalist from *Chicago Magazine* put it.

Each garment, each item, hand-selected by Barbara Nell, owner, from the wardrobes of the best dressed women all over the world is distinguished by exquisite detailing, superb construction, hand-finishing, and magnificent materials. The motto is "Only couture spoken here," by the knowledgeable, helpful, and hospitable sales staff; 'impeccable,' by *Lake Magazine* journalist, Linda Strohl.

"We're the used car lot for the Mercedes Benz of apparel and accessories, Nell proclaims. "Our couture merchandise has aging value, a life span, which exceeds the original owners needs. This original owner becomes the supplier and the Shop's customer reaps the benefit of couture's quality and value as well as couture's forward styling.

"There are many more years wear in these garments and

(Continued on Page 11)

many, many more years wear in these accessories. Sometimes, the years can be measured in decades.

"We stock Vintage couture clothing and accessories as well as contemporary couture garments and accessories, of course. The names are a "Who's Who" of the couture fashion industry...Valentino, Pauline Trigere, Jean Muir, Norman Norrell, Jacques Fath, Chanel (by CoCo and by Karl Lagerfeld), Madame Gres, Galanos, Pucci, Miriam Haskell, Ledo, Kramer, Eisenberg, and all significant others.

"Couture stylings can become classic, certainly. They're elegant, often, they're outré until the stylings filter down to designer lines and brand lines. Many customers comment that our merchandise is for a women whose taste transcends fads. We think they are 'civilized' styles for a woman with a civilized lifestyle. And that's just the apparel. The accessories are stylized, bold, baroque, simple - all over the board, as you would expect accessories to be.

"Today, with the acceptance, sometimes, the need of resale, a woman wearing couture only implies she paid the full trunk show price. She need not, if she shops at **The DAISY Shop**. The savings are great for the frugal, yet discriminating shopper.

"Our policy is to maintain quality. All items stocked are in perfect condition, pristine, ready for immediate adoption, immediate wear, Nell continues. "In fact, they're fresh as a daisy, she adds. Merchandise is received daily. Every item is authenticate, a bonified treasure, and I believe there's a treasure waiting for each and every inconspicuously frugal shopper."



A Taste of our couture accessories



October 13, 2008, Dana Kozlov, reporter for CBS 2, highlighted The Daisy Shop in her piece "Affordable Luxuries."



March, 2009

Editors of Chicago Magazine listed The Daisy Shop in their article, "Va-Va-Vintage," a guide to the best vintage vendors in town, an accolade for which we are grateful and in marvelous company.



The New York Times

Fashion & Style Published: June 12, 2008, New York Times "When Conscience and Closet Collide" Ruth LaFerla

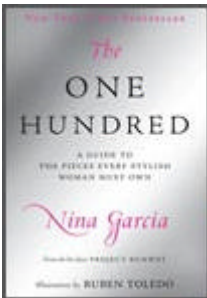
Best of Citysearch



THE INSIDE TRACK: A FEW FAVORITE VINTAGE SHOPS

- Los Angeles: Decades, Paper Bag Princess
- New York: What Goes Around Comes Around
- Miami: Page to Richer
- Chicago: The Daisy Shop
- Boston: Second Time Around

Nina Garcia selected The Daisy Shop in her listing of Favorite Vintage Shops, page 261



November 03, 2008

Jessica Ramirez, reporter for Newsweek Magazine, mentioned The Daisy Shop in her article, "Cash Is the New Black Hard times mean the rich are selling a few Cartiers," a report on how (primarily) New York is coping with the current economy, a mention for which we are grateful and in fine company.



September 21, 2008 Michelle Alegria highlighted The Daisy Shop on her show, 190 North



January 25, 2009

Wendy Donahue, Style editor, mentioned and complimented The Daisy Shop in her piece, an accolade for which we are grateful and in fine company.



Lake Magazine journalist, Linda K. Strohl, highlighted The Daisy Shop in her article, "Consigning Couture," an accolade for which we are grateful. That's lovely Lara, a former Daisy, at left modeling a Chanel Pantsuit with Shell, Hermes Scarf, and Prada Tote in the magazine. (Photo: Marta Garcia)



Fall 2008



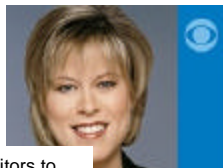
We aired Sunday, July 13 6:30PM on WYCC's schedule from Northwestern News Network! Carson Kirslow, Medill Graduate Student, found the Head Daisy's comment about economic conditions and its impact on used garments and accessories good copy for the nice piece.



The New York Times

We made The New York Times June 12, 2008! Fashion & Style Published: June 12, 2008 When Conscience and Closet Collide By RUTH LA FERLA

At left, Barbara Nell adjusts a Chanel hat on a customer's head at the Daisy Shop in Chicago. Photo: Sally Ryan, New York Times



October, 2008 Editors at Chicago Magazine, The Best for Less editorial and listing, selected The Daisy Shop to tell their readers where to go to get good values. They nicely commented: "The Daisy Shop, which carries impeccable current and vintage clothing from more than 150 couturiers, including Versace, Valentino, Alexander McQueen, and St. John." an accolade for which we are grateful and in fine company.



Got a taste for Chanel but can't shell out \$10,000 for an evening gown? The Daisy Shop is wholly dedicated to the resale of women's couture, both vintage and new. Owner Barbara Nell culls estate sales for gently worn high-end designer clothing and accessories, and sells them for what she calls "relative bargains," i.e. a fraction of the original retail price, but still pricey compared with, say, your run of the mill resale shop. The shops sixth floor perch (take the elevator up from the 67 E. Oak Street entrance) feels slightly attic-like, and is packed wall to wall with racks of clothing. Name a big-name designer and most likely you'll find at least one thing designed by them here, including Armani, Badgley Mischka, Missoni, Lanvin, Gaultier, Michael Kors, Sonia Rykiel and many, many more.

Nell is delightfully brash, so ask her anything and she'll tell it like it is. Her all-time favorite item that's come into the store over the years is an extremely rare scarf made by Parisian couturier Madame Gres in the 1930s. And considering most of the spunky ladies working the counter are over 50, you might be surprised to find out the shop has been running a fairly elaborate website since the late '90s, which more than a thousand items pictured and available for international purchase (Nell sells a ton to Hong Kong, she says).



Fall, 2008 Editors at Chicago Collection Magazine selected The Daisy Shop as one of the five secret shopping finds, an accolade for which we are grateful and in fine company.



March, 2009 Editors of Chicago Magazine listed The Daisy Shop in their article, "Va-Va-Vintage," a guide to the best vintage vendors in town, an accolade for which we are grateful and in marvelous company.



Week of October 16, 2008 issue Editors of Time Out Chicago selected The Daisy Shop to highlight, used hyperbole to recommend our Vintage couture to their readers, and put us in wonderful company, an accolade for which we are grateful.



November, 2008 Lake Magazine journalist, Linda K. Strohl, highlighted The Daisy Shop in her article, "Consigning Couture," an accolade for which we are grateful. That's lovely Lara, a former Daisy, at left modeling a Chanel Pantsuit with Shell, Hermes Scarf, and Prada Tote in the magazine. Photo: Marta Garcia



November 03, 2008 Jessica Ramirez, reporter for Newsweek Magazine, mentioned The Daisy Shop in her article, "Cash Is the New Black Hard times mean the rich are selling a few Cartiers," a report on how (primarily) New York is coping with the current economy, a mention for which we are grateful and in fine company.



March, 2008 Visitors to Chicago City Search (chicago.citysearch.com) voted The Daisy Shop as the best Vintage Shop in Chicago, an accolade for which we are grateful.

October 13, 2008, Dana Kozlov, reporter for CBS 2, highlighted The Daisy Shop in her piece "Affordable Luxuries," an accolade for which we are grateful.



Frommer's Chicago 2010 selected The Daisy Shop as one of Chicago's Top One-of-a-Kind Shops, an accolade for which we are grateful and in fine company.



an extraordinary fashion ezine, especially for the woman whose taste transcends fads, whose lifestyle is civilized, and whose secret frugality is couture resale.

In its 15th year of publication, the bi-monthly fashion ezine and the voice of The DAISY Shop, its staff, and customers has been fortunate to have met with subscriber enthusiasm and dialogue and a number of accolades, for which we are very grateful. Issuu.com and iGoogle have picked up the .pdf format of the past year's issues. In email format only for the past 14 years, the proprietary subscriber list has grown to more than 1,900 subscribers, and its content has been picked up by many websites, who have published various featured articles, notably Bonne & Charles, A Valentine's Day Story; Cleopatra and the Pearl Legend, A Story of Love and Sex Cleopatra Style; Salome & Herodias, A Curious Mother's Day Story; and our newest addition, Honoria and Attila, or The Frisky Sister.

These linked articles appear on our website, <http://daisyshop.com>. An ebook has been developed on the historical articles, "An Interpretive History of Sorts," which can be accessed and downloaded at <http://daisyshop.com/Interpretative%20History%20of%20Sorts.lit>. Microsoft Reader software is required for this ebook. By visitors' request, a .pdf format has been created under the same title and an archives of past issues of the ezine in .pdf format has been created.

The DAISY Shop website, <http://daisyshop.com>



Now containing 1,500 static pages, animations, fashion slide shows, videos, and photo albums, the catalog website has been in cyberspace since November 26, 1998. It has gone through numerous design revisions and has won many prestigious awards and accolades for design and content in the past 12 years, distinctions for which we are grateful. Averaging more than 7,465,644 hits and 510,300 unique visitors annually, who spend an average of 12 minutes, 36 seconds on the site, we have a presence on Google exceeding 1,670 listings. Our Home Page is ranked 5.

Along with product images, seasonal fashion shoots are published on the website. We use local models, stylists, and photographers: Barbara from 14K Agency; Janelle from Emalfarb Agency; Rym & Jihane from Sabbar Agency; Melina from UC Agency; Lara from Pretty Neck Agency. Our stylists are Kerri of Bandsuch and B. Sheila. Our photographers are: Delaney Photography, Gypsy Photography, Johnson Studios, Roth Photography, Herta Photography, and Mustain Studios.

Daisyshop.com was accepted as an ecrater.com, The Find.com, ioffer.com, Bing Shopping, and Google Shopping merchant (and Video Producer, and Blogger), allowed to display its catalog wares on Google's search engine and video search engine and Bing's search engine, accolades for which we are grateful. Currently, we have 1,151 products listed and 14 merchandise videos.

Valentine's Day Gift Ideas The Daisy Shop on Oak in Chicago - Chicago's award winning resale shop and website women's couture resale

When only couture will do...
Authentic couture garments and accessories
for women whose taste is impeccable,
whose lifestyle is civilized,
and whose secret frugality is couture resale.

Welcome to The Daisy Shop on Oak in Chicago
women's couture resale

Valentine's Day Gift Ideas

Lovely Estate Jewelry, who can resist? Click photo below to take you to our
full assortment.



Or view our Valentine's Day Magazine.
(Takes a while to load. It's worth it!)

If you're in the mood, read a nice history story about the First Valentine's Day card. Click the
photo.



Can't decide? Buy a Gift Certificate. Click the photo at right.



Navigation

Couture Brand Links ▾

Garments ▾

Accessories ▾

Valentine's Day Gift Ideas: Estate Jewelry

