

## The shopping 'blues'

### Goodwill launches designer Bluetique

by Karen Brune Mathis  
Managing Editor

Goodwill of Northeast Florida supporters and shoppers explored the recently opened Bluetique boutique Wednesday evening in Ponte Vedra Beach.

The store, in the Tournament Plaza at 832 Florida A1A N., opened Nov. 17 and features designer and higher-end clothing, shoes, purses and jewelry with labels such as Ann Taylor, St. John, Calvin Klein, Juicy Couture, Aeropostale, Chanel, Ralph Lauren and Manolo Blahnik.

The nonprofit, which focuses on job training, raises funds from sales at its Goodwill stores, which are thrift shops that sell donated goods. The funds are used to support Goodwill's job programs.

About 75 percent of the goods sold at the Bluetique are donated to the nearby Goodwill donation center, meaning the items generally are from people in the area. The other 25 percent of the items are bought from sources that carry close-outs and overruns. Prices are at least 50 percent to 90 percent off retail prices.

Bluetique is open 10 a.m.-7 p.m. Monday-Saturday and noon-5 p.m. Sunday. It's the only one in the market. For information, call the store at 473-2583.

Prices generally range from \$6.99 to \$350, although some items might carry a higher price, such as the donated Chanel purse that recently sold for \$700.

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Moby Lotzia, Colleen Foy and Chrissy Smith shopped and browsed at the Bluetique reception. The designer Goodwill store is at the Tournament Plaza in Ponte Vedra Beach.



Jill Dunbar and Jim and Marian Lanahan. Jim Lanahan is a Goodwill board member.



Amber Russo, vice president of retail sales for Goodwill Industries of North Florida, and Amy Koebrick, marketing manager. They set up and merchandised the store.



Toney and Bonnie Sleiman, Judy Thayer and Hunter Sleiman. The Sleimans are the landlords for the Goodwill store and Toney serves on the nonprofit's board.



Goodwill Industries of North Florida President and CEO Bob Thayer with Wanda Petersen and Susie Harvick.



Goodwill employees Jessica Veneman, Dorenda Kelsey, Linda Lewis and Dennis Irving.



Bluetique's Pei Jette greeted shoppers at the door offering shopping bags.



Shopper Christine Booras said patronizing the store "is a way to help the community and the mission of Goodwill."

Photo by Karen Brune Mathis