



## BUSINESS REPORT

# PIECE UNIQUE

— *clothing co.* —

BY: TIFFANY PEREZ

# Local Boutique: **PIECE UNIQUE** CLOTHING CO.





# HISTORY



- In 1980, Natalie Durham came back home to Idaho after her first year as a college freshman. She realized her favorite small boutique that she went to in her high school days was shutting down. Durham spent many years styling friends and working for her mother's hair salon business, so she decided to take out a loan and purchased her favorite store to run it herself. Thus, beginning her entrepreneurial journey naming her new clothing store Natalie's Boutique.
- When she moved buildings to gain more business and traffic, she decided that the name she had chosen was incredibly cheesy and "basic," so Durham renamed it to Piece Unique Clothing Co. in 1997. In 2013, they moved to the store's current location in the Empire building on 205 N 10th St, Boise, ID 83702.
- As Piece Unique has developed over the years, so has Boise's city as it has grown around the store and continues to bring in customers.



# BRAND IDENTITY

- **Piece Unique Clothing Co. identifies with having unique statement pieces that are expressive, stylish, and that other stores in Idaho lack.**
- **The boutique is synonymous with Boise, Idaho's fashion community, and is known and beloved by locals. It is also most popularly known for its excellent customer services as it exudes Idahoan hospitality. The owner, Natalie Durham, is widely appreciated by her customers and other businesses in the area for her sweet and personal involvement with the community.**
- **The aesthetic of the boutique is a mod podge of all different kinds of styles and silhouettes. The boutique itself is associated with an eclectic luxe style with warm and inviting lighting, a mixture of clothing styles, large windows, and its general location (Boise's luxurious Empire Building).**
- **They are mostly known for providing clothing items, specifically, women's apparel and shoes; however, they are also famous for their curated consignment items of higher-end brands.**





# CUSTOMER PROFILE

Targeting  
teenagers to the  
stylish grandma  
and dapper  
males

“The Piece Unique customer can really be almost anyone who likes fashion and who wants a unique piece of clothing added to their wardrobe. Some people might even be surprised by some of the items we have here and what they end up purchasing and loving from our boutique. You could say that they are also someone trying to figure out their style, and we help them find their way” – Natalie Durham





# MERCHANDIZE

- Piece Unique offers a wide assortment of merchandize including womenswear, accessories, menswear, shoes, intimates, and cosmetics. They also offer styling appointments, consignment services and items. While they do carry unique brands such as A. Drew and their own private labels, Piece Unique has partnerships with many well own brands such as Paige, Frye, Good America, Kenneth Cole, Mizzen and Main, and many more.
- Piece Unique also does consignment on their second level of the boutique and the brand prices they carry can be anywhere between markdowns on “better” priced brands to luxury designer priced items. This includes but is not limited to brands such as, Chanel, Louis Vuitton, Prada, Eileen Fischer, Theory, Rag & Bone, and Banana Republic. They will also carry vintage if the item stands out and is intricately detailed.





# PRICE POINT



GOOD AMERICAN CRYSTAL FITTED TEE 1111323

\$89



G.AMERICAN GOOD ICON STRAIGHT 120623

\$149



MIZZEN PARKER NAVY BLAZER 111023

\$288



SAMI IN LEATHER

\$98.99



PERLA SEQUIN DRESS

\$297



# VISUAL MERCHANDIZING STRATEGY







# FINANCIALS

- The founder and owner (Natalie Durham) of Piece Unique started the business by borrowing a \$24,000 loan in 1980. They have been growing ever since and began seeing significant profits five years into the business.
- By far, 2008 was their most challenging year in revenue as a business with their sales declining by 30% due to the housing market crash. However, this pushed Durham to implement consignment items on the boutique's second level, which allowed her to regain lost sales revenue.
- It is estimated that Piece Unique makes \$96,000 annually in revenue on average. According to Durham, the boutique has grown in revenue four times more than that amount within the past five years, stating she has enough to open another boutique, but is withholding due to this pandemic.
- Surprisingly, 2020 has been a profitable year for Piece Unique, even more so than the year before, and Durham says, "We only have the local community to thank to continue shopping with us and being loyal during these strange times" – Natalie Durham.
- She has continued to make sales during this pandemic by implementing the Piece Unique website, curbside pickup, and digital/socially distanced in-person style appointment services.





## CITATION

All Images: Google.com, Instagram @pieceuniqueclothingco & Pieceuniqueco.com

Durham, Natalie. Personal Interview. 29 September 2020.

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