

## Opening consignment shop a 'big move' for local ladies

By Lindsey Hilty, Staff Writer

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WEST CHESTER TWP. — Sitting around the table one Sunday, Megan Weaver of West Chester Twp. and her sister Meredith Sweeney of Loveland put a name to their dream: Mudpies and Butterflies.

The stay-at-home mothers admitted to an obsession with children's clothes, and for years they have talked about opening a consignment store that would be child-friendly and have a stylish selection.

"One day I heard someone say, 'You guys will never do it,'" Weaver said. "It was kind of like a challenge that I needed."

Naming the store started the ball rolling on a whirlwind venture to open a new business in spite of a poor economy.

"It's a big move for us," Sweeney said. "We're not risk takers."

But there was no time like the present to capitalize on changing shopping habits, she said. People are more likely to look for deals rather than spend a lot on clothes their child will quickly outgrow. With the help of their four other sisters and a large network of friends and family, they said they acquired everything from donated clothing racks to offers of baked goods for opening day.

Their store is unique, Weaver said, because people can consign items or sell them if they need the cash faster. Their new computer system catalogues items, and consignors get an e-mail each time one of their items sells. Also, clients can create wish lists and get notices if specific clothing becomes available.

Designed with their own children in mind, the store is child-friendly, with a television and play area.

"We just want moms to feel they can come in and spend some time with their kids occupied in the back," Weaver said.

The boutique, located off Interstate 75 and Cincinnati Dayton Road, will open March 6. The first 50 customers will receive a free customized monogrammed tote bag, designed on site. Also, gift certificates and Usborne books will be given away.

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