

Clear the attic

What started out as a love for branded goods has become a booming business for Ms Julie Er, 43. With an expensive habit of buying labelled items and not really making full use of them, she decided to start selling them to people who would fully appreciate her pricey buys.

Her aim is to make The Attic Place a one-stop bargain shop for all things branded and vintage. In stock are brands such as Louis Vuitton, Prada and Chanel.

Wanting her customers to feel relaxed while they shop, she has done up her store like a home. She used second-hand cupboards, tables and chairs and even a bed for a display shelf.

She is licensed to buy and sell leather goods (it's compulsory under the Second-hand Dealers Act). You'll find clothes, shoes, bags and wallets of current and discontinued designs in store.

With her passion for designer brands, she has accumulated a wealth of information about them, in-

cluding telling the fakes from the genuine items.

She said: "I can verify if it's genuine through its workmanship and the serial number. I only buy authentic apparel and accessories."

Depending on the condition and availability of each bag or piece of clothing, she sells them at almost half the market prices. Some bags here are over 20 years old, but Ms Er said these vintage items are not her bestsellers. She has several vintage bags and wallets, but her customers don't pay much attention to them.

She said: "I even have several vintage watches, but nobody knows to appreciate them. The younger generation don't realise the value of vintage collections."

A collector herself, Ms Er's favourite piece is a Chanel cowhide handbag. In black with gold trim, this bag was bought more than 15 years ago at \$2,006. Its quality is still shining through.

**The Attic Place: Far East Shopping Centre
#04-01, tel: 6733-6564.**