



Sandy's Designer Clothing

PHOTOGRAPHED BY KELLI TINDALL
VENICE GULF COAST LIVING MAGAZINE

Sandy's Designer Clothing owner and apparel buyer Sandy McGowan has established a shopper's paradise specializing in casual, comfortable clothing and unique accessories. "Women come in all sizes, and so does our clothing" is the shop's motto, and customers are sure to be pleased with the wide assortment of stylish clothing in all sizes found in her boutique.

Committed to offering merchandise that sets her apart from other local shops, Sandy travels to Atlanta, New York, and New England to find one-of-a-kind apparel and accessories. Her love of art is reflected in her buying choices and she makes it a priority to try to buy US-made clothing. Well known for its unique, unusual jewelry, Sandy's Designer Clothing carries lines of rubber necklaces from Australia, Belgium, and Puerto Rico, and Murano glass jewelry from Italy.

Really two shops in one, Sandy's Designer Clothing has casual clothing in sizes xs to xxxl at the front of the store. Sandy notes, "I search out new lines and designers, price the clothing well, and only buy one of each design in each size to ensure that you won't see many other women wearing the same style. Some of the clothing lines exclusive to my shop in Venice are Et Lois, FH Clothing, Luukaa, Sympli, and Vanite Couture."

Called Sandy's Closet, the back of the store is where you'll find some real bargains with tags often revealing that her prices are less than wholesale. Samples are from many different lines and usually run in sizes small to medium. "My shop is the only one in Venice to offer such discounts to the customers," shares Sandy. "As a former Boston basement store buyer, I know how to negotiate deals with vendors. The inventory here changes weekly and there's always something new."

Visitors will delight in the vast selection of jewelry and accessories displayed all around the shop. "Accessories are so important," says Sandy. "They can completely change the look of an outfit." She carries a line of aluminum jewelry from O.C., a family-owned business from Salinas, California, and Hardware bags from Oregon, as well as a line of envelope bags from Kent Stetson of Providence, Rhode Island.

"My customers often tell me how pleased they are to find such unusual items at great prices. I comparison-shop the local areas to be sure my prices are in line with or better than what's offered elsewhere," says Sandy.

Over the last 16 years, Sandy has greeted visitors to her shop, assisted clients in choosing fashions that best accentuate their figures, and created the shop of her dreams. With an extensive background in retailing and merchandising covering a span of

over 55 years, she started out in Boston as a women's dress buyer and later worked in small boutiques. "Fashion is my passion," she explains. "I love creating fashion shows and am always available to help local clubs and community groups with their fundraisers. I'm thankful for my wonderful staff of local women and my loyal customers often tell me how friendly and helpful they are. I'm thrilled to say that we received the first place 2021 *Herald-Tribune* Readers' Choice award for women's clothing stores in Venice."

The next time you're on Venice Island, be sure to stop in at Sandy's Designer Clothing. Once you experience its friendly, attractive atmosphere and see the colorful, comfortable clothing, you'll want to make it a frequent stop for shopping!

For more information about this advertorial, call 941.484.9911. Located at 128 West Venice Avenue, Sandy's Designer Clothing is open 10:30 a.m.–5:30 p.m. Mon.–Sat., noon–4 p.m. Sun., and by appointment.