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Fab It Forward

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MARKETING FEATURE

COVER PROFILE



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Fabulous Finds' new Ken Pratt location is a one-stop, wondrous experience

By Wendy McMillan
At Home Colorado

Feeling the pressure of finding those last final holiday gifts? Here's your invitation to relax. There's time yet to find the perfect gifts for your special someones. Better yet, the search itself will be sheer enjoyment. In fact, we can even say with confidence, the experience will be Fabulous.

Since 2011, Fabulous Finds Upscale Consignment has been offering guilt-free retail therapy at its finest. From day one, the premier stop for Longmont's savvy fashionistas has been beloved, providing excellent personal service and the highest quality merchandise featuring top brands and styles. Over the years, Fabulous Finds' reputation as the ultimate destination for discerning shoppers

seeking style and sustainability has only grown--along with it, so has the business.

Since first opening its doors as a small shop, Fabulous Finds has expanded numerous times, including adding a Full Figure Women's boutique adjacent to the original premises, then a separate Home Furnishings store caddy corner to both. Over the years, several moves were needed to better accommodate the enthusiastic demands of customers and consigners. Each resulted in improved space and possibilities, but none allowed for the massive inventory to be housed in one space -- until now.

As of May 2025, Fabulous Finds Upscale Consignment has settled in a new home located on Ken Pratt Boulevard, and owner and founder Clarissa Edelen has every intention of staying put. The vast, 11,200-square-foot space features boutique-style rooms and offers endless potential for Edelen to apply her inspired, creative, and practical vision.

"This is such a culmination of everything I've ever wanted for the store," says Edelen. "I can organize the way our items deserve! We have over 96,000 items in the store -- with inventory like that, there has to be organization. With all this space, I now have a whole denim room, a room just for sportswear. There are so many options."

While exponentially larger, Fabulous Finds' new home offers the same, comforting welcome that customers have always loved. From the moment you set foot inside, you'll feel it -- the warm invitation, eclectic charm, and polish that has always been a staple of the business. Walk around the corner, and prepare to be dazzled by the sheer depth of the space, every inch of which is tastefully, impeccably arranged with care. Everywhere, enchanting nooks and beguiling arrangements pique curiosity and awe.

"The move was a lot of work, but it was so worthwhile," Edelen says. "It has exceeded my wildest dreams. Our customers love it. To see them come in and be wowed is just so affirming. The look on their faces when they see the depth of this space is so cute. All day long we get compliments."

The echoing praise doesn't come from loyal customers alone. The more visible Ken Pratt location has already brought in a multitude of new faces. "Lots of times when a business moves, the expectation is to lose about 20% of customers initially," Edelen says, adding, "but we've gained."





LEFT: Fabulous Finds Upscale Consignment has settled in a new home located at 1401 Ken Pratt Blvd. in Longmont.

RIGHT: Any day is an exceptional time to enjoy Fabulous Finds, but the holidays are especially magical. (Photos: Jonathan Castner / AtHomeColorado).

Without question, Fabulous Finds’ stellar merchandise is a clear draw. Among the many renowned, desirable brands the store consigns are Ann Taylor, Gucci, Tiffany’s, Lucy and Lu Lu Lemon, Louis Vuitton, Marc Jacobs, Anthropologie, Chanel, Dior, and many more! Quality home furnishings are selected from Crate & Barrel, Arhaus, William Sonoma, West Elm, and a host of other top design center brands. The store further offers fine art, dishware, stem/bar ware, kitchenware, Sterling flatware, rugs, lighting, and quality linens. In addition to the shopping allure, however, Fabulous Finds brings and keeps customers and consigners with its genuineness, from beauty and purpose to care for community.

From the beginning, Edelen has

made a point to give back. Proceeds of sales go to numerous nonprofits, including A Woman’s Work and The Inn Between, as well as local artisans who are given space to showcase their work. Even the Fabulous Finds’ staff holiday party incorporates support for local businesses, with a white elephant gift exchange featuring second-hand items bought from local businesses. The care Edelen extends to the larger community is mirrored by the warmth and connection among staff, many of whom have been with the store from the start.

“Clarissa is a woman of vision,” says Connie Brodt, a part-time employee for the past six years. “She is a wonderful business woman and a great boss. She’s very kind to us; she knows that family and having time for our personal

lives is important to everyone’s health. She’s supportive and encouraging—she’s just wonderful.”

Inspired by her mother, a fashionista who bought her clothing at thrift stores, Edelen is a pioneer who shone a light on the chic, sustainable possibilities of upcycling before it was “a thing”. Today, between tight budgets and conscious consumerism, the concept has blossomed. “Resale is super ‘in’ right now,” Edelen says. “Parents and their children can shop together. I see it all the time—in many cases, it’s the kids who are the ones that get their parents into it.”

Any day is an exceptional time to enjoy Fabulous Finds, but the holidays are especially magical. This rare gem is well distinguished from big box retailers for its whimsy,

warmth, and charm. The store will take some well-deserved time off from Wednesday, Dec. 24 through Saturday, Dec. 27, but all will be merry and bright up until then for last-minute holiday shopping. Be sure to stop by on Monday, Dec. 22 or Tuesday, Dec. 23rd for the Holiday Open House. Enjoy festive cheer, snacks, beverages, and such a range of one-of-a-kind, truly fabulous finds as to stir the joy and wonder that the season is really all about. “We’re doing something really unique here,” Edelen says. “I’m so grateful.”

Fabulous Finds,
1401 Ken Pratt Blvd.,
Ste. A, Longmont,
720.340.4152,
fabfindsconsign.com



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