



Success Magazine: Christine, why did you open Bella Rosa Boutique?

Christine Bisceglia: When my mother sold her hundred-year-old house, we had an estate sale where my sister and I segregated each of the different rooms into its own little theme with furniture, draperies, and clothing. I enjoyed it so much that I decided to open Bella Rosa Boutique as our new consignment shop.

SM: How did you get started?

CB: My husband, Tom, and I decided to purchase the building in downtown Mechanicville. We had owned property throughout the Troy and Mechanicville area, and since my three sons were old enough, I decided this was the right place and time to start a business. With the economic shift, I thought it would be a good place for people to save money and purchase excellent clothing and accessories for a modest price. We planned the layout and design and then opened our boutique at the beginning of this year. We now have 170 different consigners.

SM: What type of merchandise do you carry?

CB: We offer affordably priced female fashions. We have formal wear, jewelry,

Bella Rosa Boutique

Christine Rosamilia Bisceglia - Proprietor

accessories, and footwear for both women and girls, as well as some decorative home decor and vintage antiques.

SM: Why Mechanicville?

CB: Mechanicville is a wonderful town that is seeing a tremendous resurgence. There are new stores and shops opening in the downtown area. We also have many friends in the area and we worship locally. We have joined the local chamber and we are very much involved with helping the downtown merchant area grow.

SM: How does a consignment shop work?

CB: Our consigners bring in gently used items—we accept merchandise that is in season and in style. The garments must be “rack ready” meaning they are sent in clean, pressed, and have no flaws. We have an excellent selection with items ranging from Coach handbags and Jessica Simpson boots to Liz Claiborne and Jessica McClintock fashions. We establish a price for the merchandise, keep track of all sales, and then we share equally in the profits. The merchandise that does not sell within 60 days is discounted and eventually donated to local charities to help less fortunate women and children.

SM: How well has your store been received?

CB: To me, it is not about the money—my business is an outreach of my Christian walk. We are able to provide beautiful clothing and accessories to women and children for 25% of what they would pay retail. I have Christian music on in my shop and women come in to browse, relax, and sometimes just talk. A woman came in the other day and as we talked she began to share her testimony. It was so beautiful that I asked her to come to our church’s My Way Café to share her story. To my delight she did. I have met so many new people...I do not call them customers, I call them friends. It is all about being blessed and being a blessing.

SM: What are your future plans?

CB: Being a new entrepreneur is a lot of hard work, but I love it. I would like to get to the point where my business is profitable enough to be able to hire other women and make the business grow. Another long term goal is to be an active part of the favorable image that is emerging in our city with the revitalization of Main Street.



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