

## Casual Chic fits this economy

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No one can deny that this economy has hit rock bottom, but what does this mean for the fashion world? And more importantly boutique shopping? Gone are the days when people wake up, drive to their favorite clothing store or online boutique and drop thousands of dollars out of boredom. No, buyers are much more cost-cautious, yes there are still shoppers out there but they are much more selective with their purchases. Everyone wants a deal, we want pieces that will outlast a trend and be used as the basis of several different outfits.

Merrigan's is a boutique that specializes in chic, comfy, casual clothing for both men and women. Specializing in premium denim, comfy dresses, and great basics, they offer items that can be dressed both up or down. Attention to detail is always apparent, everything is soft and comfy with the most flattering fits. Brands like Ella Moss, Modern Amusement, and Free People offer items that are edgy enough to make a statement but classic enough to last and at a price point you cannot beat.

So what is the solution to staying in style when the economy has failed us? Keep it simple. Buy items like tanks, tees, and wraps from Alternative Apparel that can be layered, dressed up or down, and that will last. Do not waste money on cheap pieces just because you want a quick fix. Buy pieces that have longevity and then accessorize. Brands like Sweetie Pie Jewelry give you the ultimate fab earrings or perfect long necklace to add a touch of glam to any of your favorite tees. Just remember, a little can go a long way. Buy basics, buy denim, and most importantly, remember to have fun!

Stop by the store or check it out at <http://shopmerrigans.com>