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SCORE Names Northside NVision April Client of the Month

NVision, a Northside consignment store offering vintage and secondhand clothing, housewares and furnishings, has been named Greater Cincinnati SCORE's April Client of the Month.

The store celebrates its fifth year in business this year.

Store owner Emily Buddendeck had founded and managed art galleries around Cincinnati, but had no retail experience when she contacted SCORE in 2007 for help.

She learned of a consignment business in Northside that was closing and began looking into opening her own store in the same location. She wanted a store to fill a unique niche—celebrating vintage fashion, art and furnishings of the 50s through 80s alongside contemporary, up-cycled items.

She also offers complimentary custom fitting for clothing purchases and alterations and repairs in general. The store produces fashion shows and holds art openings and special events.

SCORE counselor, Mike Martin, who is also SCORE-Greater Cincinnati's chapter chairman, helped Buddendeck flesh out her business plan.

“Mike helped me create a break-even analysis I had been working on,” said Buddendeck. “We also projected how much I would need to bring in in order to float. We discussed target demographics, competitors, and point-of-sale systems.”

“One of the traits that really stood out in our discussion was Emily’s determination,” said Martin. “She had no retail experience, but had a vision of what she wanted her business to be like. I remember in one of our early meetings when we were looking at the projected budget, I said, ‘No matter what the numbers on this paper look like, you’re going to open this business, aren’t you?’ She said, ‘That’s correct.’”

Buddendeck’s keys to sustainability are her passion for design and love of research. She attends estate sales, studying vintage items in their “original habitats,” and checks out her competition in order to stay relevant to current trends. She has also learned a lot about negotiating and selecting merchandise.

An exhibit, “The Art of the Scarf” will feature an installation of scarf designs, the history of scarves and different ways to wear them. The opening is Saturday, Saturday, April 13 at the store.

Navision is located at 4577 Hamilton Ave. For more information, go to www.nvisionshop.com, call (513) 542-4577, or email contact@nvisionshop.com.

SCORE-Cincinnati is the volunteer arm of the Small Business Administration. Its 100 counselors are working and retired executives who provide free marketing, finance and operations counseling and no-cost and low-cost seminars for small business owners and new entrepreneurs.

For more information about SCORE, its counseling and seminars, go to www.scoreworks.org or call (513) 684-2812. # # #