

Retail Spotlight

Shop Lures Women with Entryway

BY RAY KEENER

While some retailers cater to female clients with women's departments, others lure them in with entryways such as Dawn Buckingham, owner of Niwot Cycles and Creme de la Femme in Niwot, Colorado.

Buckingham offers two entrances into her store—a main door and the Creme de la Femme entrance, its portal to the extensive women's department.

"Women walk by the main entrance, then when they get to the Creme door, the purses, flip-flops and cruisers near the entrance draw them right in," Buckingham said.

Niwot Cycles carries Giant, Bianchi and Blue bikes, while its women's clothing selection includes Terry, Hind, Shebeest, Sheila Moon and Sugoi. In her second season, Buckingham has been

delighted with the response she's gotten in this idyllic bedroom community northeast of Boulder.

"Most stores have drive-by traffic; we're lucky to have walk-bys," she said.

The Creme de la Femme boutique draws women in, and the classes and clinics Buckingham runs get them riding and buying more.

"We just had a flat-fixing clinic," she said. "It's amazing how many women don't know how to fix a flat. They like

not having to depend on their husbands or boyfriends."

The Blue bicycle line has been a good seller among women. "We of course carry Giant's women's bikes, which are well-spec'd," she said. "The Blue bikes are visually striking, and it's good to have an alternative that's more exclusive."



Dawn Buckingham