

Meet Diane Lessnau, Owner of Soignee Elegant Attire

How did you get involved in this business?

As I traversed thru life, raising my 4 children and making a home for my family, I always dabbled in the current fashions and I found that I had a knack for it. The empty nester phase in my life came next. I decided it was my time, and set out to do what I love.... styling in fashion for all types, sizes and personalities of women.

What distinguishes you from other businesses in your category?

My focus is on getting the best designers that flatter all types of women's figures, tastes and style. This concept is something that I work very hard at accomplishing. We carry small through extra large in most dresses. Tops, jackets and pant styles run up to size 16. I also carry a couture dress line for formal galas and balls that range up to 22.

What do you like about your line of work?

The people I meet that shop in my store become friends as well. I love to put outfits together for women and make them feel good about the way they look. I enjoy finding great designers that have a unique look.

What is the biggest challenge for your business?

Getting people in the to see the great designs and selections I have to offer. I've been at this location for two years and still people will come in and ask how long I've been here. Marketing is tricky in any business. Being a specialty business should have a great draw.

What is something people might be surprised to learn about you and your business?

Our customer service is unique in that I spend as much time as it takes for a client to feel great in new clothes. I don't just try to move merchandise or sell them something they won't be happy wearing. I call a vendor to see if I can get a color or size they need. Most boutiques may not go that length to make their customer happy. I get nervous speaking in front of a crowd but I love clothes and will talk all day long with my customers.

Soignee Elegant Attire is located in the Cherry Hills Marketplace at:

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