

Ladies Nite at Boulevard Books & Café

Tatiana Nicoli, Owner

“For the Ladies by the Ladies”

Like many indie bookstores, Boulevard Books was built to appeal to and serve the community. We carry books and host events so that everyone has a place here. As a couple of months went by and people began to understand the role of an indie, they would ask if I could help them. They, too, had ideas they wanted to develop and products/items they wanted to showcase. With the first couple of requests, I allowed those customers to leave their goods (homemade bookmarks, cards, jewelry, children’s hair accessories, etc) at the store and I kept an envelope for their profits. Even more requests came in and it all proved to be too overwhelming, but I didn’t want to simply say no. Alas, the birth of “Ladies Nite: For the Ladies by the Ladies”. All of the requests came from women and all of their products would only appeal to women. In addition, my customer base majority is female and they have supported me from the very beginning, so this was my way to give back. I decided that we would host Ladies Nite quarterly and this is how it works: We close the store to customers 2 hours early to get the event set up and started. I invite 8-10 vendors, at no fee, to be a part of the night. They each get a table arranged throughout the store to showcase their items. They keep all their profits and network, network, network! We get the word out on Facebook, Twitter, e-mail, fliers, local papers and this neighborhood has the gift of gab, so word of mouth, too. There’s a \$5 charge at the door that covers entrance, wine & cheese and a raffle for a basket prize (consists of one item from every vendor and other local businesses owned by women, i.e. restaurant gift certificates). Once everyone is in place, we open those doors and between 200 & 250 women come in looking for “the find” (No men allowed. We will be planning a guys night soon). Surprisingly, book sales are through the roof, too! It brings in new customers every time. Who doesn’t like a good shopping event? And you could pick up a great book, too. It’s a successful and highly anticipated night that gives everyone yet another reason to love their local indie bookstore!