

SILVERLINING ELECTRONIC PRESS KIT



Silverlining Designer Resale Boutique and Student Vocational Training Center carries a wide selection of new, vintage, and gently used fashionable and designer clothing, shoes, and accessories for men, women, and children.

All store proceeds benefit The Help Group's vocational programs for students with autism and other special needs.

12211 Washington Blvd, Los Angeles, CA 90066 | ph 310.574.7893 | www.silverliningresale.org | silverlining@thehelpgroup.org
Monday 11 - 6 Tuesday 11 - 6 Wednesday 11 - 6 Thursday 12 - 7 Friday 11 - 6 Saturday 11 - 6 Sunday 12 - 5

The Help Group is a family of nonprofit agencies dedicated to serving children with special needs. Because every child deserves a great future.





Dear Friends,

The Help Group is very excited to introduce you to Silverlining Designer Resale Boutique, our latest venture located on the Westside of Los Angeles. The Help Group is the largest, most innovative and comprehensive 501c3 nonprofit in the United States dedicated to serving children with special needs related to autism, learning disabilities, ADHD, developmental disabilities, abuse, and emotional challenges.

Silverlining offers a wide selection of new, vintage, and gently used fashionable and designer clothing, shoes, and accessories for the whole family. More importantly, the store serves as a student vocational training center that enables young people with special needs to gain valuable job skills that contribute to their knowledge, self-confidence, employability, and future independence.

The success of this truly special endeavor relies on a continual supply of quality merchandise, so we are reaching out to you and other area businesses to join us in this most worthwhile project. In the past two years, we have received ongoing support from a number of designers, companies, retail stores, and studios.

It is truly gratifying for us to partner with the business community and we hope that we will be able to add you to our list of supporters. It is our hope that the store will generate enough funds to continue to grow and expand the vocational training program. Your merchandise donation of any size or quantity will directly help to build brighter futures for young people with special needs.

Attached you will find more information about Silverlining and The Help Group. Please contact me should you have any questions or concerns. I will follow up with you soon to further discuss this important venture.

Thank you so much, and I look forward to speaking with you.

Argie Plakas
Store Manager
Silverlining Resale Boutique
www.silverliningresale.org
aplakas@thehelpgroup.org
310-574-7893





Silverlining Resale Boutique Teaches Key Vocational Skills to Special Needs Students

As the number of children diagnosed with autism, Asperger's Disorder, ADHD, and other special needs continues to increase, centers that provide these children with the training they will need to develop essential life skills are more in demand than ever. Silverlining, a new designer resale boutique in Culver City and exciting initiative of **The Help Group**, serves as an innovative vocational training center for students with special needs.

"The goal is to help the children learn the skills they will need to find competitive employment," said Susan Berman, Chief Operating Officer of **The Help Group**. "It's hard to get job experience in this difficult economy, especially for the young people that we work with who need extra guidance before being able to join the workforce."

The **silverlining training program** is designed to enable students to develop the important skills they will need to help them secure future employment. The students are also gaining valuable learning experience in the many aspects of silverlining's retail operation including procuring donations, sorting, selecting and preparing donations for sale, merchandising and displays, marketing, customer service, inventories, sales, and more.

"It's fun working here because I love clothes and I love **The Help Group** and I love the awareness of the ability within the disability," said a **Help Group** student who trains at **silverlining**. "It makes me feel amazing, happy, excited, and motivated!"

Silverlining offers new, vintage, and gently used fashionable and designer clothing, shoes, and accessories for men, women, and children at 60-95% off the original retail price. To date, the store has received a number of generous donations from top designers including **American Rag**, **Ed Hardy Shoes**, and **Charlotte Tarantola**. An increasing amount of private donations has brought a constantly-rotating stream of high-end labels like **Prada**, **Gucci**, **Manolo Blahnik**, and **Versace** to the store's racks. **Silverlining** proceeds are used to fund the various programs **The Help Group** runs for students with special needs.

"This is one of the many new initiatives being launched at **The Help Group** that seeks to broaden the range of opportunities for young people with special needs," continued Berman. "This venture has the added beauty of benefiting the students, those who donate to the store, and our community – a silver lining for all."

Silverlining has recently moved to an expanded location at **12211 Washington Boulevard in Culver City**. For store hours and contact information, visit www.silverliningresale.org. For more information on the student training center or to make a donation, contact **Debby Webb, The Help Group's Senior Executive Administrator**, at dwebb@thehelpgroup.org or 818-779-5238.





The Help Group's silverlining Los Angeles

By Suzanne O'Connor

Did ya ever walk into a store and know immediately it was gonna be a great store to shop? Well that's exactly what happened when I walked into **The Help Group's silverlining**.

This resale shop has better designer clothing, both new and gently used for men, women and children at 60%-95% off original retail. Designed to be student training center for The Help Group. Everything is donated and then resold to fund various programs the Help Group run for children with special needs related to Autism, ADHD etc.

The quality of product here is terrific with much of it in mint to near mint condition and labels running from couture to trendy. There's something for everyone here in any budget range from \$5 on up, and the deals.... are eye popping!

Some James Perse pants originally retailed at \$233 are here for \$50. A Louise Della (French designer) women's ensemble was originally \$500, but here... are you seated... is \$5!! A Steve Madden womens jacket was also on the \$5 rack. A Marc Jacobs sundress was \$38 instead of \$130. They have a large grouping of Charlotte Tarantola sweaters and cardigans for \$25 instead of the original \$100. A Free People dress was \$35 instead of \$128. A Nanette Lepore Dress was \$50 instead of \$230. An Ella Moss top was just \$10. A Peter Som couture blouse was \$50 instead of \$400. A Tahari business skirt suit was a great buy at \$30 and a Sorbe green suede suit was one of those "eye popping" deals at just \$28. A NWT tags Nanette Lepore silk blouse was \$60 instead of \$285. A used pair of Prada, kitten heeled shoes was just \$25.

They even have a plus size section. I spotted a Leslie Fay jacket for \$10. A silky, M Milano blouse for \$15 and a Siged Olsen shirt for just \$18.

They have a good men's section as well with a bunch of items donated from the wardrobe department at ABC. A True Love, False Idols jacket was just \$24 instead of \$100. Some Abercombie performance outerwear was only \$22. A Geoffrey Beene suit was a mere \$50. A CAVI jacket was \$30 instead of \$120. A pair of Zanella dress pants were only \$15 and a Ben Sherman top was just \$10.

These examples are just the tip of the iceberg here in this well stocked, well-organized well priced store. The help is happy, friendly and knows what's in store. Honestly, had I not just been out shopping and blown my budget, I would have bought about a dozen items. This place is that good. I didn't see one customer leave without buying something.

You're gonna love this great new addition to the Westside bargain shopping scene.

The Help Groups silverlining
12211 Washington Blvd
Los Angeles (just west of the Culver City area), CA 90066
(310) 574-7893
www.silverliningresale.org
www.thehelpgroup.org

Tell Argie, **BargainsLA** sent ya!



Silverlining Resale Boutique gives Students Real-Life Work Experience

On March 9th The Help Group was proud to launch silverlining, a resale boutique offering new, vintage and gently used fashionable and designer clothing, shoes and accessories for men, women and children.

Most importantly, silverlining serves as an innovative vocational training center for students with special needs. This invaluable work experience is designed to enable students to increase their level of independence and selfconfidence and to help them develop the life skills tools they need to secure employment. Students are able to explore and experience all facets of the retail industry, including sales, washing & sorting, greeting customers, dressing mannequins, designing re-makes and learning how to use the cash register. Silverlining helps pay the students' wages through funding from the California Department of Education and all proceeds benefit programs of The Help Group.

"This is one of the many new initiatives being launched at The Help Group that seeks to broaden the range of opportunities for young people with special needs. This venture has the added beauty of benefiting the students, those who donate to the store and our community — a silver lining for all," said Dr. Susan Berman Chief Operating Officer.

For Help Group student, Wyatt, the experience of working at silverlining is thrilling: "It's fun working here because I love clothes and I love The Help Group and I love the awareness of the ability within the disability. It makes me feel amazing, happy, excited and motivated!"

Silverlining celebrated its grand opening with a private reception on March 8th for students, parents and friends of The Help Group, including epresentatives from 2nd District County Supervisor Mark Ridley-Thomas and State Senator Fran Pavley. It was a tremendous evening of fashion, food and fun as many guests enhanced their wardrobes and filled their hearts.



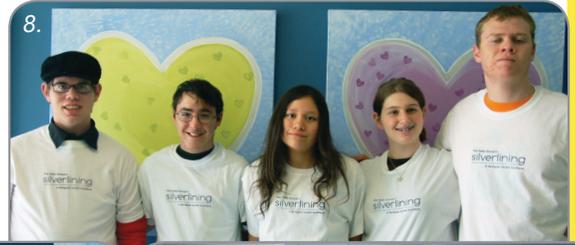
In addition to an outpouring of private donations, silverlining received generous donations of clothing from American Rag, Ed Hardy Shoes, Pumpkinheads, Charlotte Tarantola and Disney/ABC Television Group, who donated clothes from the hit television show Greek as well as numerous costumes worn by Miley Cyrus during her on-stage performances. Silverlining has also been blessed with volunteers such as interior designer and Summit View parent, Sue Laviolette, who has graciously donated her services to design the store windows. American Rag CIE President Susan Starr summed up the feelings of many by saying, "We love being a part of something that teaches kids how to be self-sufficient through designing and doing something creative," she said. "We're just thrilled."

Since its exciting grand opening, silverlining has hosted "Girls' Night Out," a fun-filled shopping night offering customers a chance to browse the latest arrivals of brand new couture clothing, shoes and accessories. With lots of great food, prizes and special discounts, "Girls' Night Out" has been a big hit!

In a relatively short period of time, silverlining has become a destination shopping site. With features in the Los Angeles Business Journal and on Suzanne O'Connor's BargainsLA website, silverlining has been recognized by some of Los Angeles' most savvy bargain hunters. "The quality of product here is terrific, with much of it in mint to near mint condition and labels running from couture to trendy. There's something for everyone here in any budget range from \$5 on up, and the deals are eye popping!"

said O'Connor. "You're gonna love this great new addition to the Westside bargain shopping scene."

Thanks so much to everyone who has helped make silverlining such a tremendous success. Great shopping, great prices, great cause!



girls Night Out!
shopping event

WHEN
THURSDAY, APRIL 28
4:00 - 8:00 pm

WHERE
silverlining
12095 Washington Blvd
Los Angeles, CA 90066
310.751.1483

WHAT
silverlining, a designer resale boutique & innovative training center for students with autism, learning differences & other challenges.

complimentary admission

The Help Group's silverlining
a designer resale boutique | student training center

The Help Group is a family of nonprofit agencies dedicated to serving children with special needs.

1. silverlining Storefront
2. Dr. Susan Berman, Debby Webb
3. Help Group Student Worker
4. A Happy Shopper
5. Dr. Susan Berman, Stephanie Molen, Debby Webb, Help Group Student Workers
6. Sue Laviolette
7. Help Group Student Worker
8. Help Group Student Workers
9. Help Group Student Workers, Erin Stennis
10. Inside silverlining
11. Dr. Barbara Firestone, Gary H. Carmona, Dr. Susan Berman, Mike Berk, Susan Berk
12. Help Group Student Worker
13. Help Group Student Worker Interviewed by KABC News
14. Another Satisfied Shopper
15. Help Group Student Worker
16. Shopper of the Future

LOS ANGELES BUSINESS JOURNAL

Racking Up Skills in Retail

Non-profit's shop helps special-needs youths get job experience.

By Jonathan Polakoff

Silverlining Boutique isn't going to be your average L.A. clothing store when it opens this Wednesday. Instead of hiring wannabe actors and college students, the shop will be staffed by developmentally challenged students.

Silverlining is an outgrowth of Sherman Oaks-based **Help Group**, which runs a local chain of schools for special needs youths. The shop is next to Help Group's school in Culver City, and it will help teens and young adults learn job skills.



Photo by Ringo H.W. Chiu

They'll sell clothes donated by designers and retailers. **Ed Hardy** recently contributed 300 pairs of shoes and **Disney/ABC Television Group** provided clothes from the show "Greek" as well as a costume worn by Miley Cyrus for an on-stage performance.

"The goal is to get the kids skills to find competitive employment," said Susan Berman, Help Group chief operating officer. "In this economy it's hard to get job experience, especially for our kids."

Berman got the idea for Silverlining after a winter jacket drive in 2009, when she saw an "exorbitant outpouring" of donations.

Help Group schools have job-training programs at local senior homes and supermarkets, but Berman noted there weren't opportunities for her students to gain experience in retail. At the new store, students will work in floor sales, behind the cash register, and behind the scenes – washing and sorting items.

The non-profit organization has four schools for autistic and developmentally challenged children in Culver City and Sherman Oaks. Grant money from the California Department of Education will help pay the students' wages. Proceeds from sales of the clothing will go to the schools.

If the boutique is successful, Help Group may open a second Silverlining next to the Sherman Oaks school.

Berman also talked about launching a clothing line designed by Help Group students in collaboration with American Rag.

"We love being a part of something that teaches kids how to be self-sufficient through designing and doing something creative," said American Rag President Susan Starr. "We're just thrilled."

The Help Group's
silverlining

Designer Resale Boutique | Student Training Center



Discover *silverlining*, The Help Group's upscale resale clothing boutique.

This unique enterprise offers new, vintage, and gently used fashionable and designer clothing, shoes, and accessories for men, women and children and serves as an innovative vocational training center for students with autism, learning differences and other special needs.

Join our efforts and *wear a good cause!*

Enhance your wardrobe and help a young person develop life skills, self-confidence and independence...a silver lining for all of us.

Like us on Facebook and follow us on Twitter to learn about our special events and to receive a host of special promotions and store coupons!

Do you have a retail store, product line, or well-stocked closet? We will proudly display your contribution on our racks!

Silverlining accepts new, vintage, and gently used (no rips, tears, or stains, please!) clothing, shoes, handbags, jewelry, and other accessories for men, women, and children.

To donate, please contact Argie, Store Manager, at 310-574-7893. All donors will receive a donation receipt for tax purposes.

Interested in volunteering at silverlining? For more information, contact Ann Avidor, Volunteer Coordinator, at 818-779-5233.



20% OFF
YOUR NEXT PURCHASE*



www.silverliningresale.org



*SOME EXCLUSIONS MAY APPLY. MAY NOT BE USED WITH OTHER DISCOUNTS.

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