

BUSINESS BB

D&D offers high fashion at low prices

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Editor Smithville Review
Smithville, Tennessee

Trendy clothes and affordable prices are what Dana Poss and Donna England believe will bring the customers in the door at their new store, D&D Fashions. Dana Poss and Donna En-

gland opened D&D on Oct. 2 in downtown Smithville at 109 West Main Street.

"We carry men's, women's, children's clothes, jewelry, home décor, make up and gifts," Dana said.

Dana said she started a store out of her home in March and the business grew. "That's when

me and Donna partnered up."

As for their business model, selling affordable home items and clothing is something they believe will work.

"Everything in the store is \$29.99 or less," she revealed, noting the price draws customers in.

They are open Tuesday, Wednesday and Friday, 10 a.m.

to 6 p.m. and Thursday 10 to 8 a.m. and Saturday 10 a.m. to 4 p.m.

Both owners work full time in other careers but are determined to operate the business.

"It is good quality, trendy clothes," she said of their stock, noting they decided to locate downtown given the growth

they see coming. "Downtown is growing. We've got more stores coming in. A café is coming in. We want downtown Smithville to grow and we want to be part of it."

New items are coming in constantly and Christmas outfits will be available soon at the store.



Donna England, left, and Dana Poss display some of the items for sale at their new downtown store.



D&D Fashions is open Tuesday through Saturday and offers a wide variety of merchandise all under \$30.

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