

# Italian-American, Marialuisa Garito Finds Success Niching-Down in E-Commerce

*Affordable Chic thrived amidst a pandemic because of its ability to understand its customers*

NEW YORK, NEW YORK, USA, October 20, 2021

/EINPresswire.com/ -- Born in Italy, now living in New York City, Marialuisa Garito, Founder of Affordable Chic demands high-quality clothes that don't break the bank. Within her demands, she found her niche – women who wanted chic clothing for under \$100, so they can spend their hard-earned money to look and feel their best without taking away from what they spend on their families. Affordable Chic is a modern agora founded by women for women who have families, jobs, and busy social lives.

“When I founded my company, I was a customer looking for something that didn't exist, so I created it. I knew there were more women like me and I intended to serve them,” says Garito.

Niching down wasn't an overnight success. Before the pandemic, Affordable Chic offered quality gala dresses for less than \$100 along with fashionable clothing and accessories for women on-the-go. When in-person events vanished in 2020, Affordable Chic's niche would remain the same, but pivot to more staple wardrobe items for those who wanted to work from home and run essential errands while still sporting a stylish wardrobe.

“When you come up with an idea, especially in e-commerce, you need to know which issues you are solving for your customers, then research your potential competitors. If there is enough competition it means there is a market, your niche exists and can be profitable. Then, you need to set yourself apart within your niche,” says Garito.

And it's not “too good to be true.” Affordable Chic is exactly what it says it is; affordable, timeless fashion for working fems, that is sustainable and versatile. Satisfied customers keep coming



Marialuisa Garito, Founder,  
Affordable Chic Headshot

back for more and with returns below 1%, Affordable Chic proves it deserves to be in your closet.

“The quality is always exquisite! I love Affordable Chic’s personalized, hand-written notes and fast shipping.” – Long-time Affordable Chic customer. Another customer says, “I always find something that I want and the fact these designs come from local showrooms means a lot to me.”

Affordable Chic’s process for hand curating its quality inventory takes the risk out of online shopping for women. The company looks forward to becoming the “go-to” boutique for smart and stylish women.

Follow on Instagram [@affordablechicnyc](https://www.instagram.com/affordablechicnyc) and visit their online boutique at [www.affordablechic.com](http://www.affordablechic.com).

###

Affordable Chic is a modern agora founded by women for women who have families, jobs and busy social lives. Founder, Marialuisa Garito challenged herself to find beautiful, high-quality clothes that don’t break the bank. At Affordable Chic, we take pride in curating chic clothing for less than \$100 from under-the-radar retailers. We touch the clothes, try them on for fit and comfort and provide you with our own Affordable Chic Rating. With free returns, we are confident that you will love the items you purchase from us.

@affordablechicnyc

Marie Rachelle  
Business BEactive  
+1 716-383-0547

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/554339337>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable

in today's world. Please see our Editorial Guidelines for more information.

© 1995-2022 IPD Group, Inc. All Right Reserved.