



Glamour House opened their doors in the mid 60's, nearly half a century ago. This popular lingerie boutique is located in the Montecito Upper Village in the beautiful coastal town of Santa Barbara. In 2003 Glamour House was purchased by its present owners, Ann and Rick Picciuto Gehrke, who remodeled and updated the boutique.

With an offering of the finest selection of fashionable and functional lingerie, Glamour House has earned a large following of loyal customers, and with their great location, enjoys a superb walk-in customer base as well. They provide sensual, feminine, and elegantly sophisticated lingerie including Foundations, Daywear, Nightwear, Lounge and Fitness wear and Slippers.



The Glamour House culture is one which puts clients and employees first. Clients are provided with a genuinely uplifting and fun experience. Lovingly referred to as "The Girls Club", Glamour House employees embrace this culture through support of one another personally and professionally. *"We are a family owned business in every sense of the word,"* says Ann Picciuto, CEO.

Targeting women primarily over 25 years of age, Glamour House has found its perfect niche. However, they do carry some specialty products for women of all ages, such as Ugg Booties for infants and Bed Jackets for the elderly. The boutique is privileged to have clients which span the generations. They have been known to have four generations from one family in the shop at once.



As Owner and CEO, Ann does everything that is needed, from selling, buying and accounting to making the critical business decisions. She does, however, get plenty of experienced help from her wonderful and knowledgeable staff. Giving back to the same community which has made Glamour House such a success is an important responsibility which Ann and her staff take very seriously. *"We have not completed our jobs until our clients are 100% satisfied, are offered a variety of top quality products, and provided with a beautiful environment for their shopping experience."* We recently spoke with Ann regarding her use of Retail Pro.

BHD: What POS system did you use prior to Retail Pro?

ANN: None. Glamour House used paper receipts and a cash register when we purchased it. The boutique grossly lacked customer and historic tracking capabilities. Inventory controls and accounting practices needed improvement. We did a lot of comparison shopping.

BHD: What features in Retail Pro were the most important in making your decision to purchase this POS system?

ANN: ROI! We were looking for a system with high Return on Investment. We needed good tracking capabilities and a system that would easily and efficiently interact with our QuickBooks Accounting program. Equally important was good training and technical support. In general, Retail Pro seemed to be the best fit for all our small business needs.



BHD: How has Retail Pro impacted your day-to-day business operations?

ANN: Retail Pro has been instrumental in our ability to satisfy clients and their families, due to the client historic purchase database. It has given us the ability to improve our inventory controls, facilitated our ability to place purchase orders, and it has improved accounting controls.

BHD: Why did you choose Big Hairy Dog as your service provider?

ANN: The BHD sales representative, Karen Page, really sealed the deal for me. The integrity



with which she worked and the follow-through compared to other vendors selling Retail Pro, was really impressive. I had the feeling that BHD would provide the necessary training and would be there for Glamour House over the long-haul — and I was right!

BHD: How would you describe the service you receive from Big Hairy Dog?

ANN: The BHD service has been outstanding. Tanya has been our trainer since she visited Glamour House at implementation and she has been there for our questions and follow-up training ever since. When we experienced security issues and a hard drive crash earlier this year, I realized just how fortunate I was to have BHD as our service provider. So many folks from BHD jumped in to rectify our situation, each one more helpful and considerate than the next. Thank you BHD for your incredible technical and customer support.

Other BHD Lingerie Shops

At Last Bra & Lingerie
Nancy Meyer
Yves Fine Lingerie

Lula Lu
The Lingerie Shop



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