

One Ten Boutique grand opening is next weekend

By David Nordby
The Brillion News

BRILLION – Tracy Adler and Doreen Sutilla want to give Brillion residents a reason to stay in the city when they shop for clothes.

The new One Ten Boutique store on 110 S. Main Street (inside the same building as Salon 3-Sixty) is now open for business Monday-Saturday 10 a.m. to 8 p.m. The grand opening is next weekend, Thursday-Saturday, July 23-25, with the same hours and will include refreshments and merchandise discounts.

“We’ve got kind of a variety of items in the shop,” Adler said.

Women’s clothing, shoes, jewelry and thrift items fill the store now.

“Eventually we’ll have men’s and



Doreen Sutilla and Tracy Adler stand inside of their One Ten Boutique store on Main Street in Brillion. The store is having its grand opening next weekend, Thursday, July 23 to Saturday, July 25 from 10 a.m. to 8 p.m. each day. (David Nordby/BN)

children’s as well,” Adler said.

The store’s opening came together relatively quickly, in the plans since March.

“We found something we created our own. We got all the licensing, got all the counts and got everything ready, and it was literally two weeks before COVID hit and we were shut down, so we didn’t get to open when we wanted to,” Adler said.

Eventually, shipments of their clothing items from online suppliers

resumed and the store had its soft opening.

“It’s been very good. We’ve got some really great reception from everyone. They’re excited there’s another place to shop in Brillion,” Adler said.

Jeans are one fast-selling item.

“It’s been nice getting to know all kinds of new people and having them come in and check things out,” Adler said.

“I love what we did to the space,” Sutilla said.

Flooring was taken out and redone, the inside was repainted and the ceiling has been fixed in leaky spots.

“We didn’t take out a loan for any of this. This was all strictly out of pocket, so we were working on a budget. We were working on the ‘broke girl’ budget,” Adler said.

The two have been friends for years and co-own the business. Adler grew up in Brillion and Sutilla has been in the area for 16 years. Now with the store ready, they say they want to serve the area they both live in.

“A variety and just bringing affordable stylish clothes to the area,” Sutilla said. “We just hope people come in and feel a warmth and comfort.”

The two add they want to make

women feel “comfortable and great about themselves” while shopping for clothes.

“We want to give quality clothing, but at an affordable price,” Adler said.

The store’s 8 p.m. closing time is by design.

“We want to make sure that people who work out of town are able to still come and shop if they want to and we know that if they work until 5 o’clock at night or 6 o’clock at night, it’s very difficult to get back and shop,” Adler said.

The two expect their hours to remain the same through at least 2020. The products will continue to evolve.

“If someone has a suggestion for something they’d like to see in the shop, we’re totally willing to look at whatever options,” Adler said.

They have already received men’s polo shirts and khaki pants, and women’s dress pants, as suggestions.

“We’re totally not opposed at all to bringing the people what they want. That’s why we’re doing this. We want them to be able to get in town here what they want so they don’t have to go to other communities to shop,” Adler said.



One Ten Boutique is in the same building as Salon 3-Sixty on Main Street in Downtown Brillion, and is now open for business. Tracy Adler and Doreen Sutilla, the store’s two owners, say they hope to give citizens of Brillion a place to shop without leaving the city. They currently offer women’s clothes, but will add men’s and children’s clothing in the coming weeks. The store has spent months preparing the inside of the store and have recently had a soft opening. The grand opening is next Thursday, July 23 to Saturday, July 25. (David Nordby photos/BN)