



Effie's Unique Boutique showcased in new video *Styles of Chickasaw Country video, blog series features home and fashion retailers*

OKLAHOMA CITY (June 6, 2018) – Featured in the latest Styles of Chickasaw Country video, Effie's Unique Boutique in Madill offers an affordable, personalized shopping experience to everyone who walks in the door.

“Effie started off with \$500 and a dream of making a go with a boutique,” said store manager Trish Varnell, who has worked for Effie for about four years.

Effie's Unique Boutique is owned by Effie Gibbs and her husband, Tommy. With that first \$500, Effie started doing home shows. Those shows were a hit, and soon Effie's moved into a brick-and-mortar location in downtown Madill with around 1,000 square feet of retail space.

Success at that location led to the need for more space, so Effie and Tommy built a new home for the boutique on land they owned on U.S. 70.

Varnell said that the staff at Effie's works hard to accommodate everyone, no matter their budget.

“When someone walks in, their budget doesn't matter,” she said. “We can fit them for whatever occasion they're going to. Fashion makes people feel good. When your outfit and your shoes look good, you feel good.”

It's that personalized service that sets Effie's apart from the competition.

“You get the whole experience here,” Varnell said. “You get greeted with a smile and a welcome. You get that boutique experience. We're going to put you in a fitting room and we're going to bring you clothes and shoes that we think are going to suit you. Rather than digging around yourself and going through racks, we're going to wait on you. You get a personal stylist.”

For Effie, that commitment to service doesn't end at the boutique's front door. It extends out into the community.

As a former teacher, Effie does a lot to help kids in need, whether it's making sure someone has a Christmas present or a needed pair of shoes, or pulling together complete outfits for children in Department of Human Services custody.

As the principal at the school where Effie taught, retired educator Lynda McDaniel has seen that generosity first-hand.

“Effie's is an asset to Madill because she continues to give back,” McDaniel said, noting that Effie and her family have long been involved in the Madill community and have always been generous to their neighbors and those in need.



Paige Williams Shepherd, director of corporate development and tourism for the Chickasaw Nation, said Effie's Unique Boutique is emblematic of the stores highlighted in the Styles of Chickasaw Country video series.

A blog and video featuring Effie's Unique Boutique and encouraging locals and visitors to explore this unique boutique during their next trip to Madill or on their way to Lake Texoma can be found on the Chickasaw Country blog at <http://chickasawcountry.com/blog>.

Styles of Chickasaw Country features home and fashion retail businesses throughout the year. The regional tourism organization has seen success with its similar approach to featuring local restaurants called Flavors of Chickasaw Country, which is currently in its fourth season.

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About Chickasaw Country

Nestled in south-central Oklahoma, Chickasaw Country is a regional tourism organization representing 13 of Oklahoma's 77 counties. As the official destination tourism organization, Chickasaw Country includes 7,648 square miles, 11 percent of Oklahoma's total 68,597 square miles. Chickasaw Country, a division of the Chickasaw Nation, is a tourism source for visitors and communities within the region and promotes destinations, attractions and festivals. Chickasaw Country is a diverse and culturally-vested destination, with new adventures and experiences around every corner.

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