

gettingacquainted



Lidia's Fashions

3941 Park Drive, Suite #60, El Dorado Hills
916-939-1511

If you haven't shopped at Lidia's Fashions in El Dorado Hills yet, I highly recommend that you go check it out. Lidia's, located between Raley's and Bella Bru, features comfortable, casual clothing with a small emphasis on dressy casual, and a wonderful selection of jewelry, handbags and many other accessories.

Owner Diane Lidia Dodson has plans in the near future to change the direction of the store's merchandise. She is not ready to release all of the details yet, but she did give me a hint. "In the future, I'm actually looking for more unique lines, but still with the emphasis on comfort and style," she says. She wants to bring in some fun, not-so-familiar brands, differentiating her products from those of the bigger department stores. She'll continue to feature her best-selling line, "French Dressing," which has fabulous fitting jeans. Diane supports breast cancer research, so Lidia's offers bi-yearly promotions, as well as pink ribbon days.

Lidia's opened its doors in 1994. Diane's first store was located in Placerville. Its focus was on accessories, with a few pieces of clothing thrown in. When she made the move to El Dorado Hills, clothing became a big seller, but Diane's passion is still handbags!

Although she loves retail, and is even more of a people person, Diane is actually hoping to retire within a year or so. Diane has grandchildren in Marin and Rancho Cordova who are growing up too quickly and she doesn't want to miss out on their childhoods. "I love the people, but I love my family more, and I miss them," she says.

Stop by and check out Lidia's. You won't be disappointed!

— E.M.

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