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PHOTOGRAPHS: GARY CLARK

Decked in Cupidz Clozet signature Texas Tiaras, owner Robin Campbell (center) stands with employees Lindsey Harden (left) and Claudia Zepeda.

Shopping With Cupid

The perfect gift for your sweetie awaits at this stylish stop.

Bling bling. Now there's one term that's always been perplexing to me. Until I visited Cupidz Clozet in Austin, Texas.

This small boutique filled with vintage and nostalgic-style baubles and clothing shines from the minute you walk in. Rhinestone earrings, necklaces, bracelets, and tiaras—all known as bling bling—glisten so brightly you almost need shades.

Fashion With a Cause

Robin Campbell opened Cupidz Clozet in 2002. "I wanted to do something philanthropic, but I didn't want to just write a check," she says. "Then my husband said, 'Robin, you have enough stuff to open a store.' That's when the idea came together."

Robin donated her collection of vintage jewelry, clothing, and purses to open Cupidz Clozet. Every bit of the store's net profit goes to a charity organization. So, when you buy a pair of earrings here, you're helping The Susan G. Komen Breast Cancer Foundation, the March of Dimes, and other charities. To date, Robin estimates more than \$200,000 has been donated.

Shoppers can find vintage gowns by Oscar de la Renta and baubles by CHANEL. "You know, the type of classic items worn by Grace Kelly, Jackie Onassis, and Audrey Hepburn," explains Robin.



This store stocks well over 1,000 vintage designer brooches.

The store stocks more than 1,000 brooches and a whole slew of one-of-a-kind tiaras. There are also contemporary items such as T-shirts.

"We get lots of men who shop here. They come in like deer in headlights. But usually they've been sent here by someone, and they are on a mission," says Robin. A mission, indeed, for bling. JENNIFER MCKENZIE FRAZIER

Cupidz Clozet: 3663 Bee Caves Road, Austin, TX 78746; (512) 328-6446 or www.cupidzclozet.com. ♦