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A Boutique That Feels Like Home

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At Cove Collective, Carey Price blends quality, affordability, and connection—helping every customer feel confident and chic.

Among the bustle of commuters at the Westport Train Station, Cove Collective quietly sits with soft lighting, full racks, and the charm of a seaside boutique. Walk inside, and you're sure to be greeted with a warm "hello" from owner Carey Price.

Born and raised in Norwalk, Price always knew she belonged in the world of fashion. As a young girl, she loved playing around with clothing, mixing accessories, never afraid to stray from the trends and form her own style.

After graduating from Parsons School of Design, Price moved to Paris to work in fashion design at Vogue. She then moved to New York City where she joined various fashion designers, including Betsey Johnson.

It was during those years she spent hustling around New York's fashion scene that she noticed what was lacking: high-quality clothing at affordable prices. Price understood budgets change, but believed that style and quality shouldn't be sacrificed. Then came Cove Collective, Saugatuck's own "look for less" boutique.

"Whether it's someone in college, someone that's recently graduated that sticks to a budget, or just a woman that loves clothing, [Cove Collective] offers pieces at a great price point," Price said.

Price keeps costs down thanks to connections built during her years in New York, where she learned the ins and outs of the fashion buying world. Additionally, small store size means small inventory. Price said the advantage of Cove Collective being a small boutique is that inventory can stay tight and frequently refreshed.

"We love mixing coastal looks with the city vibe." Price said. "Our customer is the working woman." Transitional, elegant pieces designed to be worn through every season are what define Cove Collective. For example, "a light, summer cashmere sweater can work in the fall or winter once you start layering."

Price follows a three-step checklist when selecting inventory for the store. If a piece matches the aesthetic of the store, it must pass the quality test, and fall within budget. "If I touch it and it feels like something I wouldn't want against my skin, it gets passed, no matter how cute it is."

Much of Cove Collective's look is drawn from Price's own style. Having grown up in the 80s and 90s, she drew inspiration from style icons like Kate Moss and Calvin Klein. "Simple elegance, where comfort is key" is how she defines it. She gravitates toward comfortable clothing that can be worn from brunch, to a night out, and the office the next day.

When defining her style, Price also credits her grandmother for shaping her style. As a child, she watched her grandmother take stylistic risks, like pairing an item from Mitchell's with an accessory from TJ Maxx. "She was the master of mixing high and low, pulling it off with chic flair and luxury," Price said.

But customers come to Cove Collective for more than just clothes, they come for the community. The boutique has become a space not just for fashion, but connection, too. What starts as a 20 minute endeavor often turns into hours of styling, chatting, and advice. "From being in the industry for so long [giving advice] is second nature to me," Price said. "I'm a therapist at some points too," she joked. "I'm brutally honest with my customers."

As summer comes to an end, Price is busy filling the racks for the cooler months. She said bold, lasting pieces are what will define this fall's style. "We're looking forward to blazers, some really fun tops, and just good textural pieces like cashmere and wools and denim."

Shopping at Cove Collective isn't a task, it's an experience. Women walk in looking for an outfit, and leave feeling confident, comfortable, and stylish—without breaking the bank. "My store is a little jewel box. I love that women can come in and feel comfortable, no one's intimidated when they come in and it shows."