



Barbara Dryden and Erica Miller

Kismet Boutique, San Anselmo

“Kismet is a boutique lover’s paradise located in San Anselmo’s picturesque downtown shopping area,” say owners Barbara Dryden and Erica Miller. “The spacious and inviting store features an excellent selection of up-to-date and versatile clothing from designers like Ella Moss, Hudson, Diane von Furstenberg, True Religion and more.”

Describe your business philosophy.

To provide a good mix of casual and dressy clothing representing different price points. We have something for everyone whether your style is romantic, laid-back or tailored—we do it all!

Which product or service that you offer is your favorite?

We wear many hats, but our favorite is the high-quality customer service provided to our clients. Our main goal is to be accessible and knowledgeable, but not pushy.

What makes your work worthwhile?

The fantastic clientele we’ve acquired and the fast-paced world of fashion. With new merchandise arriving weekly, the store’s environment is constantly changing, which keeps us on our toes (happily).

What part of your work drives you crazy?

Some women can be so hard on themselves. We love to help them feel beautiful and confident in what they wear.

*Barbara Dryden and Erica Miller, Kismet Boutique,
601 San Anselmo Ave., San Anselmo, 415.454.2629*