



LINGERIE NIGHTWEAR SWIMWEAR

Newsletter Autumn Winter 2011

Welcome

We can't believe that it has been almost 5 years since Elouise Lingerie was reopened under new ownership and we are thrilled to mark the occasion with the receipt of the coveted award of Lingerie Styling Certified Shop from Van de Velde the parent company of top selling brands Marie Jo and Prima Donna.

To achieve this certification Elouise Lingerie has participated in an advanced fitting and styling training programme and carried out a rigorous review of all aspects of customer service to ensure that staff are not only fully competent at both fitting and styling but are also able to meet the exacting standards set by the programme. This development has taken place over the last 5 years and is supported by a mystery shopper regime which audits our progress and assists with training. We were very proud to receive 98% on our last visit and feel very confident that we are able to offer a consistently high service to all of our customers that is recognised as being one of the best in the country.

You may well ask: what is Lingerie Styling? And how does that affect me?

Well quite simply... Our trained lingerie stylists can offer advice to help you not only choose the correct size but also the best style to suit your natural shape accentuating what is beautiful and also assisting in minimising those flaws we feel self conscious about (that really nobody else notices!).

It seems obvious that your bra should be the right size in order for it to be comfortable but often not so obvious that different styles, colours and even shapewear can tremendously affect the way you look and feel about yourself. You may already have realised that wearing the right lingerie will always make you feel that little bit more feminine whereas the wrong bra or briefs can make you feel uncomfortable all day long.

To get the most out of a Lingerie Styling session you need to allow yourself time; bring along any special outfits you need to find that elusive lingerie for; together with some of your old favourites. This way we can select options for different looks and occasions allowing you to see what different shapes and styles do to your figure - then you can choose the perfect selection for your lingerie drawer.



Heather Smith
Director



Yvonne Smith
Sales Manager



Anita Gibson
Sales Consultant



Kate Noakes
Sales Consultant



Buy selected Marie Jo and Prima Donna lingerie this season and get the chance to win some free lingerie! Details in store at Elouise Lingerie or visit www.mariejo.com/win

PRIMA DONNA
1865

MARIE JO
—HAUTE LINGERIE—

Our most rewarding sessions are when the customer asks us to remove the labels from her chosen set and walks out looking totally different from when she walked in.

Amazingly recent research shows that a massive 70% of women are still wearing the wrong size bra! Your body is constantly changing and so are your breasts, perhaps because of pregnancy, age or simply even slight weight changes. That is why it is so important to get fitted approximately every 6 months and certainly every time you buy a new bra.

To celebrate our achievement we would like to invite you and your friends to a complimentary Lingerie Styling session in our sumptuous Boudoir where you can enjoy a glass of wine and receive a free gift with any purchase.

To book your complimentary Lingerie Styling session telephone us on 01480 812740 or book online at www.elouiselingerie.co.uk

Bra Appeal – Donate your unwanted bras.

To compliment this service we are delighted to be working with BreastTalk a charity that helps to raise money for breast cancer awareness, as well as helping to provide bras to women in poorer parts of the world.

BreastTalk raises money for breast cancer research by giving the bras they collect to BCR Global Textiles. BCR Textiles pay £1 per kilo for bras collected and sends a cheque directly to the UK charity Breast Cancer Campaign. They then sort and sell the bras to traders in third world countries which helps support those local economies and provides employment.

We at Elouise Lingerie will be happy to accept any unwanted bras for recycling and send them to BreastTalk on your behalf.

So why not have a sort out of your lingerie drawer and pass on your old bras to a very good cause!

**LINGERIE
STYLING
CERTIFIED SHOP**

LINGERIE NIGHTWEAR SWIMWEAR



NIGHTWEAR

Elouise Lingerie introduces JUNIKKA

We are thrilled to be able to offer a truly exclusive collection of luxurious wrap-over kimonos produced locally by Junikka a small design company based in Cambridgeshire.

The glamorous collection combines beautiful silk, classic cotton and sequined embroidery. All garments are designed and hand crafted to an impeccably high standard with the aim of creating colourful, original pieces with quirky details.

Sizes range from XS to L and wherever possible made to measure kimonos can be made specifically to suit your personal requirements. Junikka continually refreshes the collection producing exciting new designs and even one-offs on a regular basis.

We have all been delighted with how well the collection has been received so far and look forward to showing it to you over the coming months.

Promotion

Throughout November 2011 Elouise Lingerie is offering a fantastic 25% off all nightwear – why not call in or visit us online to take advantage of this fabulous offer!

NICOLE OLIVIER

SWIMWEAR



Yet again we have been blown away by an exciting new brand of swimwear to add to our already fabulous array of collections. This season we have decided to bring in Nicole Olivier which is a stunning French brand created in 1965 and recently re introduced into the UK market.

Frankly when we went to view the collection we simply could not walk away - it was a unanimous decision to introduce the brand to Elouise Lingerie.

The beautiful and original designs are created using the imagination of Nicole Leveque - founder of the company and director of the Company's design department.

With a significant investment in research for new colours, prints materials and techniques Nicole Olivier produces swimwear of the highest possible quality and is renowned around the world.

Nicole Olivier is particularly well known for using an ultra fine fabric that is microfibre based which dries quickly and is so exceptionally light it produces a second skin silky effect enhancing fit and optimising comfort. Fresh, exciting and totally different from any other brand we carry this is definitely one to watch!

We expect to receive the first part of the collection during October and you can find it in our swimwear showroom, which as you know is fully stocked all year round. We hope you like it a much as we do!



As a finishing touch to your outfit why not treat yourself to a pair of glamorous Givenchy sunglasses.

LINGERIE

Fleur of England is an exclusive design house, bringing luxurious fabrics, beautiful styling and exceptional fit to British lingerie. Using exquisite fabrics and trims from all over the world, founder Fleur Turner and her highly trained lingerie designers create beautifully crafted garments that fit perfectly, flatter the body and look stunning. Constantly changing collections have launched trends and set new standards in style, detail and fitting since 2000.

Fleur's desire to create beautiful, feminine and sensual garments that inspire romance, elegance and sophistication has become a part of her being, and her affinity with silk and lace inspires each season's collection which is based on five distinct moods: fiercely feminine, powerful, romantic, playful and luxurious – offering something that will appeal to any woman.

One of the greatest attractions to us at Elouise Lingerie is that all of Fleur of England's creations are lovingly designed and crafted in the UK enabling us to offer something quintessentially British to sit with the many fabulous French and Belgian lingerie brands we know and love.

The Autumn/Winter 2011 collection excitingly marks Fleur of England's 10th anniversary and we are delighted to be given the chance to showcase this collection which encompasses Fleur's signature style of 'romance with a splash of sauce' – come and see the collection for yourself and feel the sheer luxury of it!

Fleur
of ENGLAND

Re Launch of www.elouiselingerie.co.uk November 2011



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Search

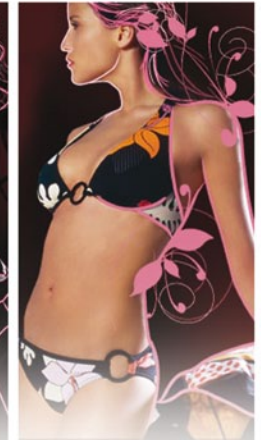
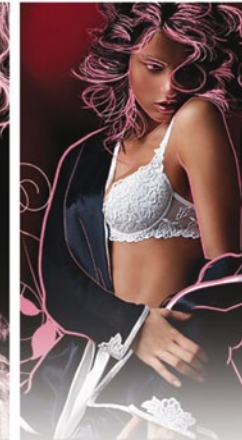
Product Type

- Basques & Corsets
- Bodies
- Bras
- Briefs
- Camisoles
- Lingerie Accessories
- Lingerie Sets
- Night Separates
- Shapewear
- Shirts & blouses
- Slips

Size

- Size 38
- UK 4
- UK 6
- UK 6-8
- UK 8
- UK 8-10
- UK 10

Home > Lingerie > Abaude



As the electronic age continues to advance we decided that after 5 years our website could do with a face lift! We enlisted the help of our talented graphic designer Gareth Humphreys and local web designer Will Hall to bring us fully up to date.

We have changed over to a new host which offers great functionality and even more security. You will see that we have a much better search facility and it is even easier to place orders now. Ongoing the site will still be managed by the team here at Elouise enabling us to remain as responsive as ever and making it even easier to keep in touch with our customers and keep them up to date

with what is happening at Elouise. We certainly think it was worth the investment.

Obviously we still really want to meet our customers face to face wherever possible so that we can offer the best possible service but for those too far away or busy we think we have managed to provide a really good virtual experience and of course we are always on hand to speak to if you need help or advice before making a purchase online.

Check out our new online shopping experience on www.elouiselingerie.co.uk and let us know what you think!

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Premier Stockists of



**LINGERIE
STYLING**
CERTIFIED SHOP

Promotions for the Autumn - Winter Season 2011/2012

- Receive an amazing 25% off all nightwear throughout November 2011 – both in store and online.
- Book a complimentary lingerie Styling Session in our Boudoir and receive a glass of wine and a free gift with any purchase.
- Take part in our efforts to help the third world and at the same time contribute to a breast cancer charity – Bring any unwanted bras to Elouise Lingerie and we will send them to BreastTalk on your behalf.
- Get the chance to win some free lingerie when buying selected Marie Jo and Prima Donna lingerie.

If you would prefer to receive this communication electronically email us with your details at info@elouiselingerie.co.uk and we will update our records.

Elouise Lingerie
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Email: sales@elouiselingerie.co.uk
Online Shop: www.elouiselingerie.co.uk

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