

Best Shops

We traveled the globe from top to bottom for this BOI issue to display another successful season in these pages with more selling concepts from the Best Shops. We continue our worldwide scouting for the most unique and successful boutiques that have a great story to tell. In this issue, we have the same diversity in the type of shops with boutiques to brand-named stores as well as chains and department stores. Inspirations abound, each Best Shop has a unique selling concept, from location and décor, to trend-setting and style.

We visit a few family enterprises and we travel north for a take on Canadian shops and what they are showing off. The next issue of our Best Shop section will be just as exciting, with shops that will take part in our Shop Scouting Contest. Contestants are sure to be featured in this section of the August edition. To have the chance to participate, contact BOI at intimafrance@aol.com

La Vie En Rose a recipe for passion



What would it be like to see the world through rose-colored glasses? Well, you can experience it for yourself by visiting La Vie En Rose, in Canada. When the company changed ownership in 1996, La Vie En Rose grew into a northern success, doubling its revenues and net sales. La Vie En Rose is divided into three distinct types of shops: the boutique, the outlet shop and the large service shop. In the brand-named boutiques, the décor is made to resemble a French boudoir, with a chandelier and red velvet curtains. The 51 boutiques located in shopping centers are exclusively for women and only carry La Vie En Rose's own design called Roselle, with products such as nightwear, lingerie and swimwear. The large service shops are called, La Vie En Rose & Compagnie. The 'company' kept in the large service shops, aside from their own, is a mix of brands ranging from Parah, Lejaby and Chantelle to Sixty Beight and Valery. La Vie En Rose & Compagnie offers pieces for men, women and children. These larger shops are experiencing a growing popularity in Montreal, with a location situated in a complex center of designer shops and a megaplex. This 10211 ft² shop opened in 2001 and has been a growing success, as the area around has been constantly developing with more shops and booming real estate.

La Vie En Rose & Compagnie – 3204 Jean-Yves Street, Kirkland Montreal – Canada



La Senza success that started north

La Senza has long been considered the Canadian Victoria Secret. Using a similar concept store format that gives a boutique feel in a much larger location, the chain has crossed borders, becoming an international success. Complete from top to bottom with their own brand of products, La Senza offers a range of lingerie, luxury and cotton sleepwear, hosiery and accessories. Their products are in high demand for customers aged 18 to 35 years. The décor is modern and well spread out with large window displays, catching customers in the shopping centers, always up-to-date and brimming with seasonal sensations. With a successful year end, La Senza closed with a total of 450 stores in 20 countries, creating over CN \$600 million in sales worldwide, becoming the leading lingerie retailer in Canada. With their successful website, La Senza products are even more accessible.

La Senza
Montreal - Canada



Lilliane Boutique more than comfort

When looking for soft, comfortable sleepwear, Lilliane should be your first stop in Montreal. Owned by the company, Claudel, the largest manufacturer of sleepwear in Canada, Lilliane carries its private label sleepwear through their store locations, making the selections endless. Aside from sleepwear, the boutique is home to domestic lingerie brands: Wonder bra, Elita, Warner's and Triumph, as well as internationals: Lejaby, Chantelle and Passionata. Private label bras account for 5% of the lingerie in Lilliane boutiques. Swimwear is also available with brands such as Body Glove, Baltex and Christina. Lilliane is a chain of 28 boutiques, located in Quebec, and recently in New Brunswick. The boutiques are geared as multi-generational, with their slogan being "for the daughter, mother and grandmother". With expansions in and outside the province of Quebec, with an estimate of 5-10 stores to open each year, Lilliane is going strong. Lilliane's newest endeavor? A fresh concept store opening in Quebec City and New Brunswick. Success like this is made to last.

Lilliane Boutique
Montreal - Canada

