



## Woodie & Morris Live On

Kirstie Smillie meets the dog loving fashion gurus of Haslemere.

The thing I love about boutiques is the lack of choice! It may sound a little strange but with less options you see just what you are looking for without the visual over load, as the buyers have done the hard work for you.

At Woodie & Morris in Haslemere the calming layout and vision, designed by owners Mel and Clive Rollinson, offers a relaxing shopping haven. It was named after their two family dogs, and while sadly Woodie has passed away, Morris is proudly in residence most days.

It all began with Mel's PR and Clive's retail background when they developed a wholesale business selling the first Australian Jelly sandal, Holster, to over 250 stockists nationwide. In 2009 this experience led them to start buying stock for their own venture which grew until the shop took over the business. Seven years on, Woodie & Morris is a thriving business with a loyal team of staff who put customer service at the top of the agenda, always friendly and never pushy.

Mel is constantly looking for new brands that stand out from the crowd and she buys only small quantities of 6-10 pieces, so once they're gone, that's it. There is often an assumption that boutiques are a pricey alternative to the High Street, but these days with stiff competition from on-line retailers, independents need to span every customer's budget. At W&M, Saint Tropez leggings sell for £14.99, and their top selling jean brand, Dr Denim, offers slim cut jeggings from £43. Dr D also offers a 36" leg, very popular for those who need a longer fit. Other top sellers include Masai Clothing Company for relaxed tunics in pretty prints and YaYa known for their great shirts.

***"Clothes are about confidence - if you look good you feel good"***

If a label becomes too mainstream, Mel moves on to introduce something different and fresh, sourced from her regular trips around Europe. New brands include a Dutch favourite, Lien & Giel, who specialise in jersey



dresses in bold and ditsy prints at £69.95. For the purist, oversized silk t-shirts from Parisian label, Toupy, come in eight colours. Gorgeous as an evening layer worn with jeans or white linen trousers. Surprise pieces also catch your eye, including Anthropology inspired painted ceramics from £4.99, delicate beaded bracelets, perfect with spring prints at £7.50, and neat Bag in Bag faux leather bags from £29.99. Mel recently added a Dutch label, Cluse Watches, that specialise in large open face dials with interchangeable straps from £69.95.

An on-going project is their own W&M cashmere collection. By cutting out the middle man, the prices are lower than known brands, with the asymmetric sleeved poncho at £145 and the boyfriend cardigan, £149. Both come in new seasonal colours including bubblegum pink, teal, denim blue and neutrals and are all machine washable.

Footwear is growing fast and a popular Spanish label, Ska, offers suede ballet pumps at £60, similar to French Sole without the price tag. There are also Superga style French sneakers at £35 and Spanish espadrilles in leather and suede at £55. With more footwear brands arriving for spring, regular clients from teenage daughters to trendy grandmas will not be disappointed.

With all the brands, the team are more than happy to chat with you on the telephone to discuss your needs and will send out choices by next day courier direct to your home. Now that's service.

### Woodie & Morris

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FIND OUT MORE

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Above: Cashmere brights for summer  
Below: Sleeved poncho, £145



Above: Painted vessels, £4.99  
Left: Wrap bangles, £7.50  
Below: Leather lined sneakers, £35



## Five top reasons to shop at Woodie & Morris

### 1. Free parking

W&M will refund your £2 Pay and Display Parking Charge when you spend over £20. Don't forget to bring the tear-off strip.

### 2. Full refunds

W&M offer full refunds, within 2 weeks, if you are not totally delighted, you don't have to settle for a credit note!

### 3. Loyalty rewards

W&M will give you a £10 voucher when you have spent £100.

### 4. Doing their bit for the environment

W&M will refund you 50p every time you re-use your W&M carrier bag.

### 5. Free courier delivery

W&M offer free next day delivery for items ordered over the telephone.



Left: Prints by Lien & Giel  
Below: Pastel scarves from £12



*“Our original ethos was to offer an affordable variety of unique lifestyle merchandise - we still follow that today”*

Mel Rollinson, Woodie & Morris, pictured above.