



Sheer Delight Decadence

Celebrating 15 years in Godalming, drum roll please, lingerie boutique Sheer Delight,
by Kirstie Smillie

How often do we roll up to the bulging rails of a department store to buy our lingerie and not really know where to start? So, a few years ago after a little trepidation, I crossed the threshold of Sheer Delight to experience a more enjoyable approach, and met owner Julie Drummond.

Entering into the calming uncluttered interior, the delicate displays on show are a small percentage of what Julie has on offer. The experience develops from within tidy storage cupboards in the fitting rooms where many more styles and sizes are brought out to try on.

Stocking cup sizes from A-J and in back measurements 30-44, Julie and her team can focus on a fantastic fit whatever your figure requires, from fuller bosoms to neatly formed. Popular brands like Marie Jo, PrimaDonna and Empreinte complement newer designs in the speciality market including HotMilk nursing bras from New Zealand and reversible young teen bras from Taylor + Rani, from £19.50. Hanro and Wolford offer sleek under layers and perfect tights, with Anita Active for the physical and Anita Care for post-operative comfort. Julie and long standing employee, Helen both went to Germany to become expert fitters in the niche area of mastectomy bras, with first hand understanding of the emotions attached and Sheer Delight is now an Anita Care Centre of Excellence.

If a bra doesn't work, we won't sell it - it has to function, And look good

Leaving school at seventeen, Leeds born Julie got stuck in with numbers and worked in admin for an insurance brokers and other private companies before becoming a civil servant. She has been involved in the transpose from paper to computer processes so is totally comfortable with figures and bookkeeping, balancing profits and stock. Husband Paul, when not working, turns his hand to the store's accountancy and helps Julie with upgrades including the newly decorated Beach Lounge on the first floor.



Above: Owner Julie Drummond
Below: Sheer Delight's shop in Godalming



Complete with all year round cup-sized one-pieces, bikinis and cover-ups, November also saw the arrival of new styles from Sunflair.

The team, who has recently been joined by Sandra, are very aware that customers have to bare themselves during a fitting but with years of experience and tact they will put you at ease. I found the curtained changing rooms offered plenty of space to undress while allowing the experts to check the fit and offer new styles to try on. I now repeat on my Marie Jo Avero, from £60, it's a winner for me, and I'm hinting to my husband to purchase a gift voucher, which they bag and beribbon, for a perfect Christmas present.

Personal customer service is top of the list and Julie will often send repeat bras to customers living further away. Out of stock sizes can be specially ordered and presents are beautifully gift boxed free of charge. A finalist in the Underlines Stars Awards for Best Shop Personal Touch, we were waiting to hear if the team were victors as this article went

to press. Visit the website www.sheer-delight.co.uk or take a stroll down the historical Church Street for a visit and you will find out if they are worthy winners.



Sheer Delight

26 Church Street, Godalming GU71EW
Telephone: 01483 427022
Email: enquiries@sheer-delight.co.uk
Opening Hours Mon-Sat 10-5pm

FIND OUT MORE

Kirstie Smillie is a Personal Fashion Stylist. Follow her style blog www.kirstiesmillie.com. For appointments contact kirstie@kirstiesmillie.com or call 07773 234947.



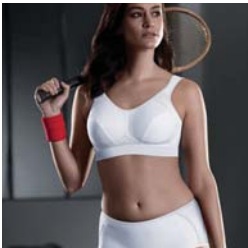
Above: Empreinte Melody T-shirt bra and matching briefs

Julie's inspirational words from on her website...

"Delight in... being a real woman".



Above: Marie Jo embroidered Lily collection



Julie reveals all:

- Wear red under a white shirt, it won't show through.
- Buy colour every now and then, it's good for the soul.
- If your bra fits properly, your whole confidence will grow.
- Your newly fitted bra, should feel like a firm 'hug' around your back.
- Don't wash bras too frequently; use a mild soap and always dry naturally.



Above: Sunflair one-pieces from £72

Above from top: Anita Active bra from £55 and PrimaDonna 'By Night' from £108



Above from left: Marie Jo Avero in Toffee; PrimaDonna Deauville collection in Ruby; and Empreinte Erin bra and briefs