



No Ordinary Audrey

Kirstie Smillie meets Audrey Filtness, owner of Farnham's fashion boutique Ordri.

Originally brought up in the midlands of Ireland, Audrey's grandmother and mother had fashion boutiques while Audrey studied pattern cutting before landing a job with fashion designer John Rocha in Dublin.

Moving to Farnham after meeting her husband, she opened her first shop because she "just couldn't find any creative clothing".

Now relocated to the idyllic Upper Church Lane, a stone's throw from where she was on Downing Street, Ordri is an exciting boutique brimming with designer goodies, sneakers, candles and unique handmade jewellery.

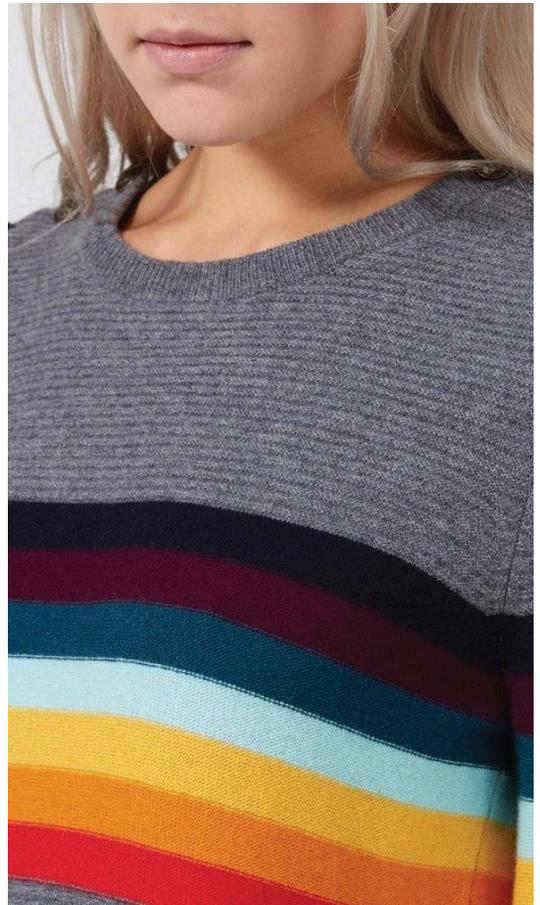


"I am so passionate about what I do, whether it's on the shop floor meeting customers, or out sourcing exciting brands."

The store appeals to mothers and daughters alike and is filled with affordable basics alongside hero pieces selected with customers who want something different from the high street in mind. There are 100% cashmere knits by Wyse, silks by Rixo, Custom-Made and Samsøe Samsøe and great jeans by Ida, Oui, MosMosh and Maison Scotch. Each season Audrey likes to change the brand mix around, keeping her core looks and then adding new companies for an injection of fresh ideas for her regulars.



Images from above left: Cabbage & White necklaces, from £35; Parkminster candle in tin, £10; Wyse cashmeres jumper from £170; Maruti pumps, £95.



"Women's shopping habits have changed as so many work from home or when at work, it's smart casual. Some find that difficult and that's where we come in to help combine what they have with pieces they need."

Audrey offers an appointment only service on Mondays and her next venture is to set up a small website of key pieces, as they have been selling a lot to visitors from London and Europe using their Instagram page which can be found @ordriboutique.

Over the years, as the seasons have shifted, Audrey has adjusted her buying so that during the colder months, January to March, she sells cashmere and knitwear and then with in the warmer autumn months she still stocks lighter resort pieces. Clothes are displayed with just a few sizes on view, in outfit suggestions instead of blocks of all the same piece, encouraging a mix of labels to suit a modern wardrobe of all budgets.

Unique gifts on offer come from Parkminster Candles, a family-run business based near Brighton, producing amazing oils and candles, the most popular named, 'Tomato Leaf', and SandyBay Candles from Essex who will personalise with your name and special dates.

"I love supporting and buying into small cottage industries which are usually family-run. Cabbage White Jewellery is run by a local Guildford mum, hand-making gold and silver initial necklaces as well as amazing star and thunderbolt pieces."

Audrey's aim is to create a relaxed, welcoming store full of inspiring pieces and with a beer fridge for husbands. It's these unique touches that will keep boutiques like Ordri high on your shopping list.

Ordri

12 Upper Church Lane, Farnham
Tel: 01252 891555

Open Tuesday to Saturday 9.30am-5.30pm; and 6pm on Friday and Saturday. Open Mondays by appointment only, call for more details.

To celebrate 15 years in Farnham, Ordri are offering 15% off purchases in April 2017



Images clockwise from top left: Wyse cashmere jumpers from £170; Scotch & Soda sheer shirt, £84.95; Lollys Laundry printed shirt, £84.95; Mos Mosh Jeans from £89; Custommade £159 and sweater, £159.

FIND OUT MORE

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