

# FOCUS ON:

## Women In Business

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### Uplifting news from Inside Story

Time again to celebrate life in this season of joy and bloom. Gardens are coming along – with serious help from you of course – and the patio beckons for all kinds of togetherness, relaxed and informal. We are truly lucky to live where we do, within reach, but at a distance from the big city machine. And even when it comes to shopping you have the best of both worlds. Take downtown Oakville with its friendly people and international flair. It is simply civilized. This is where we are. You might already know our store, Inside Story, Fine Lingerie, and if you don't we invite you to come and see for yourself. The promise of summer is palpable: there are exciting new collections in soft colours like lilac, pistachio, and yes, pink again. Add to this luminous blues and brilliant white.

What we specialize in is bras, from petite to full figure. You'll find bras to lift your spirits and bras that are good for you. Look at the selection: There are support bras for comfort, demi-cups to feel attractive in and to match the ever increasing demand for smooth and seamless we have T-shirt bras in sizes A through G. Chantelle offers a seamless minimizer, and Lejaby is about to add a full figure version to the already popular 'Nuage' line. You could say it's the right kind of expansion. For glamour or just plain fun in the summer, you need strapless solutions, smooth and perfect in cup sizes from A through F. You could want a sports bra or a blazer bra, something with pretty lace or elegantly simple, vibrant fashion colours or near invisible hues. Lou, Barbara, Simone Perele, all first rate names, are out with astonishing new styles for the season and could very well increase the quality of your life.

Listen to your body. Are you comfortable? What does a good bra fitter know that you don't? That's where experience comes in: matching the knowledge of bras to the individual women's needs. This is what we do, without hocus-pocus or pressure. Quality service, as we see it, is based on caring and respect for our customer. How can there be virtual service if the customer is real? It might be of interest to mention here, that we have abandoned our web-site as irrelevant when it comes to the necessity of fitting, since every woman is shaped differently.

Backing up and complementing this outstanding array of new choices in bra wear for this season are contemporary lounge pieces by Simon Chang and Nanso of Finland, also the nicest cotton nighties imaginable, satin and timeless sophistication of silk. We strive to be fully stocked at all times but will of course do Special Orders, Mail Order and even personal emergency deliveries, because frustration should be abolished if we can help it. Validated parking is on us. Take time for yourself, enjoy the selection and expect a perfect fit.

We are Oakville's Inside Story, Fine Lingerie, located at 107 Reynolds Street (north at Lakeshore Rd. E.) in downtown Oakville, 905-845-1210, or email: insidestore@sympatico.ca.



### Any time is the perfect time for Thyme in a Basket

By Kym Funnell

Creating custom-designed gift baskets in Bronte for almost three years now, owner Franziska Lang delights in arranging gift baskets of distinction for any occasion. Franziska had always wanted to be her own boss, so when she found herself creating gift baskets for numerous people and occasions at a past job many years ago, she felt it was time to make her dream a reality and open her own store. Hence the creation of Thyme in a Basket.

For her? For him? For romance! For someone special in your life, for a special occasion or just because, Thyme in a Basket has the perfect gift. Birthdays, anniversaries, babies or something for the hostess, anytime is the perfect time for one of Franziska's beautiful baskets!

Thoughtful and personal shopping is made easy with a trip to Thyme in a Basket. Upon visiting the store, you will see the wide array of quality products Franziska has to offer. In addition to a number of edible goodies she carries – such as crackers, cookies, cheeses, Italian pastas, oils and vinegars – she also carries some exquisite specialty teas. You'll find fabulous flavoured teas, like mango, papaya, coconut, vanilla, wild berry and many other exotic loose teas, in addition to specialty teas in bags, and green teas. But for the tea lover in your life, the person who enjoys the tranquility and serenity of a quality cup of tea, you must try one of Africa's best kept secrets – and Franziska's newest import – Rooibos tea, originating from the red bush in South Africa.

Rooibos is very popular in Germany and Japan, and word is spreading here in Canada and gourmet tea-lovers will soon learn to appreciate this aromatic, refreshing, naturally caffeine-free beverage. It has had a devoted following in Africa's vast southern region for many generations – a region where the folks know a good thing when they see it. They will tell you that it provides health benefits, and they'll swear that it soothes restless children and eases colic in babies. Rooibos Tea is also said to help combat allergies like hay fever, asthma and eczema. Reason in itself to try this specialty tea from South Africa.

Aside from her specialty teas and exotic edibles, Franziska offers a number of imaginative and practical gifts for her custom-designed gift baskets – which can be made to suit any budget. She also carries candles, pot pourri, dried flowers, bath products, baby products, stuffed animals and picture frames. Practical and whimsical, a baby gift basket from Thyme in a Basket will delight any new parent! Franziska also recently introduced beautiful, hand-painted ceramic tiles to her collection of goods as well – anything from vegetables, fruits, plants, flowers, animals or imitations of Van Gogh, Picasso or numerous other artists. And remember, gift baskets also make ideal centerpieces for any occasion, instead of flowers, send little baskets. Thyme in a Basket can prepare centerpiece gift basket for between \$15 and \$25.

"Once someone comes in for the first time and orders a gift basket, they usually return," says Franziska. "Once they see my style and the finished product, and of course how well received it is! – they do not hesitate to call back with future orders." Customers simply have to call in describing who the gift is for, how much money they want to spend, and the occasion, and voila! They receive a perfect gift basket to give someone special. With the number of specialty products she carries, Franziska also gets many people dropping by the store to purchase individual items of the shelves – either as a gift or for themselves!

As a member of a central gift basket association, Thyme in a Basket can offer delivery across North America for a minimal fee. Drop by and visit Thyme in a Basket at 2464 Lakeshore Rd. W., on the corner of Lakeshore and Bronte Rd., or call 905-465-0979 for details.

### Network Yourself...

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