

Downtown's newest store  
**Classic lines  
 featured at  
 Village Shoppe**



The Village Shoppe Clothing Store on Main Street specializes in ready-to-wear ensembles for women on the go. Recently opened in Georgetown, the Shoppe has been doing a brisk business, store partner Sheila Hampton (front) says. Lynn Morey (rear) assists in the store, which is jointly owned by Mrs. Hampton and partner Judy Sutherland, who was unavailable when the photo was taken. (Herald photo)

**Herald Special**  
 Downtown Georgetown's newest store, the Village Shoppe is located at 91 Main Street South.  
 Sheila Hampton of Brampton and Judy Sutherland of King also have a dress shop in Halton. Their success story there caused them to seek another location and expand their business.

blouse designer fashions will be coming in soon, such as Kay Silver and Chagall.  
 Judy and Sheila have already added a selection of petite sizes and hope to include half sizes very soon. Jewelry rolls, eye glass cases and other novelty items will be on the shelves, as well as a small showing of costume jewelry to assist the shopper in co-ordinating her wardrobe. A wide range of Cameo stockings is found at Village Shoppe in many colors, textures and motifs. This duo encourages feedback from the shopper "which helps us develop the lines of clothes requested and makes our store your favorite place to shop", says Sheila.

Struck by the atmosphere of downtown Georgetown, where the shopper has plenty of personalized attention, this duo chose the cozy, integrated, progressive climate of Main Street.

The character of the town "impresses the viewer, and establishes the business enterprises as the pulse of Georgetown shopping," according to Sheila Hampton.

Both women were in the field of education before taking on a business career and "have never looked back," Sheila says. The families of both partners are supportive at all times and Alison Hampton, Sheila's daughter, has dressed the Georgetown shop window with an artistic flair.

Sheila and Judy have introduced classical lines of clothes, "Purts", needing no introduction to discriminatory shoppers, is available at Village Shoppe with its familiar, simplistic, clean lines. The store stresses classic clothes that can be co-ordinated and used another way, another year, which saves the customer money and keeps her looking smart," says Judy. "To have a total look in putting yourself together is our goal."

Sales help is very carefully chosen with a view to putting forth Village Shoppe image to the public. A pre-requisite as a staff member is "ability to be compatible with the customer and to understand and share the vibes from the clientele."

One of the services offered by Village Shoppe is wardrobe co-ordination which can enhance a woman's self image and "secure her confidence in the working world," says Judy.

"Often a planned holiday with appropriate wardrobe is discussed and co-ordinated by our staff," she explained. This service is offered by all members of Village Shoppe staff who are qualified in the sales field of women's apparel.

Another service this shop provides is alterations on garments purchased there.

This new store has enjoyed an exciting OPENING with favorable response from the public.

"We look forward to serving smart shoppers' needs in women's apparel", both partners agreed. "Becoming part of the downtown Georgetown business community is a challenge, one we meet with confidence."  
 VILLAGE SHOPPE, "where smart women come out in style", is open Tuesday, Wednesday and Saturday 10 to 6 and Thursday and Friday 10 to 9 p.m. Call 877-6523 for information during these hours.

Downtown features  
 by Enid Williams-Nicholas

Wed., Oct. 1st, 1980

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Main St., Georgetown  
 877-7777

STORE HOURS:  
 Mon.-Wed. Thurs.-Fri. Saturday

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 10:00 a.m.-9:00 p.m.  
 9:00 a.m.-5:00 p.m.

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