## & Tranquility



## Goodnight Goodmorning Bra Fitting

When I was in Paris for the *City Mode Show*, sweating in linen pants,
Parisian women were already wear-

ing boots, tights and sweaters.

It's called being fashionable in Paris-September comes and everybody

changes wardrobe from summer to fall.

I adored the new styles and courage of the Parisian women, who in order to be stylish are able to suffer (wearing leather boots in 28 C).

Stores in Paris are full of new styles and colors, everything looks great and shopping is easy, but my main concern was lingerie.

You might think that a person who sells bras for a living would be sick and tired of

looking at bras when shopping for her wardrobe, but I love to browse through lingerie stores when traveling. Each time I feel great satisfaction in seeing how much more selection we have here in Canada.

When you visit places such as France, Barcelona and London, you will only find local lines, whereas we are fortunate to have lingerie lines from all over the world

New collections of Chantelle, Prima Donna, Mari Jo, Lise Charmelle, Simone Perell and others, will be shipped by manufacturers to Canada and you can have it the next day.

I was very proud that my store in Canada has in many cases, more selection in styles and colors than many of the lingerie stores in Paris, Cannes or Barcelona.

On top of our style selection, we offer much better service. For example none of the stores I visited on my trip were offering bra fittings, and their sizes were very limited, where we have sizes from A to J.

It is no wonder that our customers bring their European guests for bra fittings. They say Goodnight Goodmorning bra fittings are like nowhere else - and now I know what they mean.

When I was browsing through the Spring 2010 City Mode Show and looking at the new trends, new styles of fashion bras for fall 2009 were shipped to Goodnight Goodmorning.

Goodnight Goodmorning is now full of new colors and styles, such as the new Empreinte T-shirt bra, new colors in Chantelle, Prima Donna spacer cups, and the new, comfortable and everybody's favorite - Mari Jo.

New styles of Simone Perelle, in the latest purple, look sexier and comfortable. New Lise Charmelle is stunning, but we also got some new basic bras like Triumph and VenElle. A big trend in the bra industry these days is to make the bra not only functional, but also comfortable and stylish at the same time.

I recommend being fitted to everybody who is asking about bras. And every couple of years to try new styles because there is constant improvement is styles, quality of the wires and durability of fabrics.

Editorial supplied by Goodnight Goodmorning.





