

June 2007 | Designer Ladieswear Store Launch

Bringing designer labels boutique to Inverurie was a proven success when “Altro for him” opened over two years ago. Labels such as Versace, Stone Island, & Hugo Boss were flying out of the shop as soon as they arrived. That is why, the owner Kim Marion has decided to launch a ladies designer side to her business “Altro for her”.

"It was an essential addition to fulfill customers repeated requests." says Kim; " I decided to focus on labels such as Versace, D&G, Iceberg, Cavali and more along side high end shoes & accessories, to comply with my clients demands for high quality fashion in a local location." A point that was proven beyond any doubt as the shop only opened last week and already customers find themselves wanting more.

To style her shop and give it the designer boutique appeal Kim enlisted the help of Danit A. Levi, a well known Aberdeen based stylist and the founder of DressYourWay.com style consultancy.

"The first thing to draw you in is the window display where - like in the old premises - I chose to continue my "less is more" ethos by displaying the latest hot designer pieces in a clean & effortless style to invite the viewer inside. There, following the warm spirit of the place, I continued by guiding the shopper, intriguing them with the use of individual high quality garments, seasonal colours and unique shoes & accessories.

Shopping should be a great experience, like eating in a good restaurant or listening to a great piece of music, something you remember and would like to repeat. I see too many clients intimidated by the designer market and I feel passionate about inviting them in. Lets face it, without shoppers coming to buy, the shop keepers - designer or not - will be left with a large number of untouched garments. This way everybody wins." Says Danit.

“Altro for him & for her” has show cased the new spring/summer collection in a Fashion show held at Lochter fishery on Monday night with the help of Halo hair’s Laura Manson and makeup by Julie Thom.

The shop is a welcoming, friendly boutique that opens its doors not only to the size zero designer labels but allows for a real person to find there hearts desires amongst its outfits.