

The best of Intima



LA SILHOUETTE

Having opened her store in Madison, Wis., just over a year ago, Britt Cruikshank's passion and enthusiasm for her business just seem to get stronger by the day, something we believe contributes to her success in the women's underwear business. Inspired by her European background, Britt was eager to help women feel great about themselves by providing them with the high-end European lingerie in a European setting, right in the heart of the historic Plaza, making La Silhouette the only store of its kind in the entire state of Wis., Kentucky and Indiana. The 1,200-sq-ft elegant environment is divided on two floors and dominated by a rich color palette of dark woods, black silhouettes on the walls, black drapery on the large windows and steel bars above the two staircase rising rooms. Dominating the view: Near its black high-gloss floor, ornate marble white the counter, is a Louis XV French desk with a crimson green and black marble top. Lapses in time is said to lead to wall carpeting with a look of dark green and a matching French green striped silk fabric. To top it off is the original chandeliers from France and Sweden that have been used over 200 times from her great-grandmother and mother to this unique store. Specialty designer and designer who really presented her brand that they will create unique styling lines. La Silhouette finds numerous events at which the most popular are by the designers and girls' night out. While providing personal service and fit is a major selling point, believe it or not, Britt has been able to shape her selection towards a more versatile look in line with her clients' predominantly conservative religious preferences. Since opening in November 2007, Britt has earned so much from her customers and admirers. "While I've always loved European brands, I got open to carrying only American brands that meet our standards." As there she refers to the dress, by factors on what her choice is based, fabric, appearance and style of fit. Britt has a great relationship with her suppliers and so well working together means she does not rely on the need to keep her updated and informed on the latest trends and innovations. "There are a lot of things to look for improvement, she feels, is in the understanding of trends and having a better resource than vendors, talks about how she's more than compensated to have access to better value which opens the possibility to look of speed. "As my customer base grows, we pay great attention to the needs and needs of each and every one of them, and we really like the type of merchandise we sell. It's not just women we get better at making one of our cause is going of perfecting what we offer," says Britt and adds, "While margins of income is being the effects of the economic situation, there will always be a store and need for beautiful quality lingerie and at La Silhouette customers will always be welcomed, being they are certainly special regardless of what they buy here."

Britt Cruikshank (left), Owner of La Silhouette



While I will always stay with European brands I am open to carrying any American brands that meet our standards

La Silhouette
Britt Cruikshank
 Owner
 2008-2010