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La Silhouette Brings New Beauty to Madeira

by Moira Grainger

After six months of waiting, shop owner Britt Cruikshank is finally able to welcome customers to her elegant new shop, "La Silhouette," located in the heart of Madeira at 6914 Miami Avenue.

Construction delays postponed the official opening planned for last July, says Ms. Cruikshank, a native Swede whose cultured European accent belies the 34 years she has spent living in the United States. But, "It was worth the wait," she says, acknowledging that it was love at first sight for her when she first saw the design plans for the restoration of the warehouse on Miami Avenue that previously housed Breidenbach Plumbing and an antiques shop. "I loved the European feel of the stonework and wrought iron," Britt says, "and I could not imagine being anywhere else."

The shop first opened its doors to customers in November, although La Silhouette has been steadily gathering customers through its advertising in area publications over the past six months. Britt explains, "women in this area are clearly ready for high-quality, well-fitting European lingerie, and almost from the first day, customers were calling to find out more about the store."

What sets La Silhouette apart from other lingerie boutiques is the staff's ability to custom fit brassieres for their customers. This involves individual measurements of the band size and cup size, with additional attention to any strap adjustment. These three dimensions allow for a perfect fit that makes the most of any customer's figure. Proper fitting ensures maximum comfort in an ultra-feminine garment. The brassieres are all European made, with a style and

elegance that cannot be found elsewhere in Cincinnati.

The shop has been busy since its first day of business, with visits from both male and female shoppers of varying ages. The men, says Britt, are usually husbands and older gentlemen looking for something special for their partner's birthday or to celebrate a special occasion. The women, she says, are most often clients in their 40s and 50s who are looking for the special features available in her line of brassieres as well as the beauty and comfort of silk and cotton handmade lingerie, sleep wear and leisure wear. "Our merchandise appeals to the woman who cares about quality and wants to feel good about herself and look beautiful from the inside out as well as the outside in," Britt says.

With its high ceilings, graceful windows and sparkling chandeliers, La Silhouette's atmosphere is at once both elegant and intimate. Comfortable seating is tucked into the first floor showroom, along with a visual feast of beautifully crafted silk and cotton undergarments, sleepwear and casual wear. A circular staircase leads to a second floor salon where an amazing collection of brassieres and other under wear awaits the customer. Black lace sheer curtains are casually draped across windows that let in just enough light to make the salon feel airy and spacious, and a discreetly placed fitting room in the rear of the store allows for plenty of privacy while fittings are made.

The majority of items available at La Silhouette are European imports, with handmade lace, hand stitching and silk and cotton fibers. These garments are truly individual works of art, in their feminine detailing and softness to the touch. La Silhouette



Owner Britt Cruikshank holds a British-made handcrafted silk slip with handmade lace, one of the many exquisite products available at her shop.

regularly carries European brands such as La Perla, Wolford, Feraud, and Simone Perele, but also carries a smaller selection of Hanky Panky, Oscar de la Renta, and Vera Wang. For the woman who enjoys hosiery, the shop also carries an extensive selection of Wolford.

In the coming months, La Silhouette will offer special "Men's Nights" during the week to entice those husbands and boyfriends out for a special shopping trip just in time for Valentine's Day or an important romantic evening. The shop is open Monday-Friday from 10:00 a.m. to 6:00 p.m. and Saturdays from 10:00 a.m. to 4:00 p.m. or by special appointment. Britt Cruikshank and her staff welcome your call at (513) 272-8100 or visit the store's web site at www.lasilhouettelingerie.com.



A second floor salon features a wide selection of undergarments and sleepwear.



The first floor of La Silhouette is graced with high ceilings, comfortable seating and elegant chandeliers.