

secrets from your sister

BEST KEPT SECRETS... NOVEMBER 2007



move it sister!!

We have outgrown our old store and are very excited to open a bigger one this November 1st, 2007. We will be able to carry more stock and will have two extra change-rooms, so there will be fewer lineups. Our new snazzy location, 560 Bloor St. West, is one store west of Bathurst St., on the north side of Bloor. Our phone number and postal code will remain the same. We will also be launching a new and improved website, www.secretsfromyoursister.com, on November 1st.

We would like to thank you for your exceptional support of our growing business these past few years, and we hope this move will make your bra shopping experiences THAT much better.

***Clip the coupon from the end of this newsletter & receive 20% off on your first bra purchase at the new location!**

GARTER BELT HEAD QUARTERS!

It's really nice to wear stockings and not have to worry about getting a 'runner' while you struggle to hoist them up throughout the day. Garter belts offer a practical solution to this problem.

They are frequently referred to as "retro", or something our grandmother's used to wear. Let our staff show you how our many styles of belts can dispel this myth.

There are lots of colours and widths in plain materials, or fancy laces. You can walk around town with a hidden secret that is hot, hot, hot!

Betsey Baby!

Betsey Johnson is widely known for her bold designs. She has applied this to lingerie and we couldn't be happier. Her new fall sleepwear is fun and fashion forward and can definitely be considered as street-wear. Her bras are amazing! Not only are they cut to perfection, but they are totally funky as well. Does leopard meet your style or are tiny little flowers what you crave? Come in and see the new fall lines!

Panty Table Takeover

if you Like Jockey panties get excited NOW! we are CARRYING JOCKEY IN BASIC COTTON, MODEL AND MICRO-FIBRE PANTIES FROM SIZES 5-10 (S-2X). they Last FOREVER (weLL, a LONG time), are COMFORTABLE, fit BEAUTIFULLY AND WILL make great everyday KNICKERS.

SOAK WASH

Just to let everyone know, we are thoroughly enjoying hand washing with Soak. This product is a busy woman's salvation. To keep your expensive bras in great condition we suggest washing them every 1-3 wears. Leave your bras to soak for 10-15 minutes, rinse and press excess water out - c'est tout! Soak is made by a Toronto girl, so you are not only supporting female-run businesses, but your country's economy as well. This fall's new scent is Sole, a delicate floral musk designed by Amy Butler.

PLUNGE wars!

Plunge bras are cut so that the centre wire is minimal, or absent all together. This provides a v-shaped décolletage that works well with wrap tops, v-necks and button up shirts. Bosoms in plunge bras are more exposed in the center, which can mean less support for some women. Come in and ask one of our lovely ladies to suit you up in a plunge bra that will be great for you. The following are amazing styles that will not let you down:

Prima Donna - Satin, an unlined seamless super bra is a staff favourite and is available in cup sizes D-F. Her sister plunge, Menton, features a smooth lace trim that helps diminish "cut in" on softer tissue breasts. Menton is available from D-G cups.

VS.

Panache - A new bra from the Tango line, designed for fuller bosoms this plunge is available up to an H cup! This super-plunge fits like a glove and is incredibly supportive. C'est fantastique!

Piege - Nicole is one of the hottest plunge push-ups in the city. It's covered in a smooth, delicate lace and looks amazing under t-shirts. You can find it in cups A-D.

VS.

Jezebel - Kissing Cleavage push-up is the most unusual but productive idea, with a lip-shaped bump-pad hiding inside the wall of this sexy boob-boosting wonder. If you don't have as much as you want, this bra can give it to you while still looking natural. Available mid-november.

Natori - A convertible plunge with a sheer plastic centre. Perfect for those tops and dresses that plunge way lower than your average bra can go. The center still supports you, but the bra remains invisible. A-D cups will find this bra a great fit!

VS.

Jezebel - Presenting the all-new Ultra Plunge. This revolutionary cut allows you the same support as a regular bra but allows your top to plunge much lower than usual. This bra comes in handy if you love to go out-on-the-town and boogie down. Available mid-november.

Freya - Retro plunge will not let the ladies slip out. This sturdy basic offers a great shape and beautiful cleavage, which does NOT translate into spillage for bustier women. It is available in 28-38 backs and goes up to a G cup.

VS.

Change - This convertible, lined, seamless bra is a must-have basic, especially for the price! Now available in chocolate brown, with a cute pointelle lace band. Available in cups A-DD.

UNDERCOVER agents...

Hard to find and fun to wear, let us take the trauma out of finding a new slip! We are working with three slips that suit many different body types. These brands offer the best in undercover disguise. With party season upon us, come in and get your basic needs met.

Mary Green - Offering silk half-slips with a 5-inch lace trim, and available in three lengths. Also look for the long, black silk full-slips with spaghetti straps that can double as a very romantic sleeping gown.

Commando - No seams and no lace? Commando makes half- and full-slips with no elastic at the waistline to dig in. We suggest buying a size smaller than what you normally take, as the fit is generous. Remember to take a look at their super-comfy seamless thong if you are in search of the "I can't believe I'm wearing one" experience!

Adea - Full-slips for busts - FINALLY! Featuring a gathered triangle cup with elastic underneath helps a fuller bosom sit nicely. This slip is a dream-come-true. It's comfortable and classy all at once.

Shake, Shake - Shake It!

Every woman who is active deserves a super sports bra. After this summer's difficulties with Shock Absorber our stock is finally back on track. Plus, we have two new companies offering great sports bras in fuller and smaller cup sizes that will hold in you in place while you bounce around.

La Breeze - Very similar to Shock Absorber's B109, this new and improved cut is a very comparable option. What you'll enjoy are the new rounded cups and the two extra sizes, H and J (equivalent to a GG, H). This bra offers the same comfort and support with a better price and shape.

Bendon - This bra is for women who like their breasts fully supported and held firmly to their body. This new racer-back bra has a super-bendy silicone under-band. It offers a great shape, separation and compression at once. Try it on, bounce around and see what you think. Available up to G cup.

Shock Absorber - Plunge Delight, you don't need to be skeptical about the support offered by this front-closing plunge sports bra. It is magical, sassy and for the smaller gals in the room. Sizes A-C, 32-36.

Shock Absorber - Keyhole is our fall fashion sports bra that is the first of its kind to offer a 30-back. This back is quite snug however and we find it is better for the 28-backed ladies. Make sure you can take a full deep breath. It is very important to still try on all bras even if you do know your size. This bra is so stylish and can be worn on its own. You can find it up to a G cup.

Anita - This softly finished sports bra does not lack in support. It is a firm but comfortable compression bra that contains you while still looking pretty hot! Nice round cups are available in sizes B-G.

fashion forward!

From **Princesse Tam Tam** we have a sweet fall selection of navies, chocolates and greys. Also, from the Princesse is her very pretty sleepwear. Sexy, fun, great patterns, you'll be the star of your next sleepover.

If you love decadence **Simone Perel** has the answer to all your needs. Adelaide, a new taupe demi-cup with matching garter belt, is exquisite. Only to be challenged by the Africa Wild demi in slate and silver by **Chantelle**. Both bras suit a small to medium bosom.

From **Fantasia** we are getting treated to some of the sexiest fashion bras ever. Fern just came in and has a beautiful black lace upper with a deep red and black print base. This bra really holds the bosom firmly making you question how such a pretty bra could be so strong in cups E-G. If chocolate is your colour you should try Shannon. This beautiful full-cup also offers amazing support and the classiest embroidered circles on the upper lace.

A new company, **Masquerade**, has developed a demi-cup for women up to a G up! Casablanca is an unlined embroidered demi-cup that won't wear well in a marathon race, but will certainly hold up for day-to-day activity and nights out-on-the-town. This jet black bra is for the seductress, the voluptuous and the ones who want to "show it off".

Strap Solutions for Busty Babes...

Fantasia bras have not let us down this season. First off, they produce one of the world's best strapless bras in a size range from D-G, and backs from 30-38. Secondly, they have gone one step further and made a convertible bra that comes with invisible straps in the same cup range. The cups in these two styles are magnificent, they are lined and seamless with a shape that no one would think of complaining about. The newest strapless on the market is in from **Panache** in cups D-G. This is a low-cut and seamless strapless bra. Believe it, the time has come, bra engineering has reached new heights! Come in and find out which style suits your bust.

tips of the trade.

Where do you put your bra after you whip it off your body at the end of the night? Does it get tossed on the floor? Stuffed in the knicker drawer? Here are some helpful bra storage techniques that save on space and help to keep your bras looking neat:

- Hang them in the closet on a hanger. This keeps the cups rounded, doesn't allow for pile up situations in the drawer and is especially recommended for your lined or padded t-shirt bras.

- Put them in your drawer. Do the hooks up in the back and fold them neatly. You can stack them on top of each other or line them up in a row. Putting them in colour-coordinated rows also helps when you are in a rush and have to find the perfect match for your outfit.

- The "Sunny Side Up" method. This is the non-hanging way of storing lined and padded cups. Stack bras good side up, one on top of the other to make sure that the cups keep their round shape. Remember, inverting lined cups encourages wee little wrinkles to develop that eventually will show through your shirts.

- "On the floor - Over the door" - Not all of us are neat freaks! Instead of leaving your probably expensive, good-quality brassiere on the floor, just pick it up and toss it over the door, or leave it hanging on the doorknob. It is better to hang bras from both straps, but anything off the floor is better!

- For travel it is recommended to hook up the bra, fold neatly and store in a mesh hosiery bag. This prevents the garments wire from being squished and makes them easier to find when you need them. Many women now take their bras onboard with them to guarantee that if their baggage is temporarily misplaced, their breasts won't have to suffer! (And neither will your pocketbook.)

[def.] demi-cup, demi-tasse: a half-cup bra.

Most often cut in two pieces, this cup cuts straight across. The roundness of the breast gets pushed upwards and offers great low décolletage. It works under most tops but is especially good under low-cut scoop-necks. Body types that should avoid this cut (unless needed for specific outfits, or short-term wear) are women who have shorter, or sloped shoulders.

secrets from your sister
560 BLOOR ST. W | TORONTO ON M5S 1X8 | T 416.538.1234 | F 416.538.1214



20% off
*first Bra purchase in our new store!
• valid for one bra only • one coupon per customer • final sale

VALID UNTIL
DECEMBER 31, 2009