



secrets from your sister

• BRA FITTING BOUTIQUE •

best kept secrets... Season of Intimacy

A beautiful season has softly wound her way into our lives bringing with her many changes. The trees changed their clothing for the upcoming adventure of winter, Mother Nature's new 'cool' has surrounded us. It is the season of comfort and cuddle. Coming home to wrap up in a big soft robe can be a truly desirable and very welcome change.

Lingerie's second season offers a delectable palette of gold's, rich reds, forest greens, mint, blues, greys, rusts and teals. Be the canvas for a masterpiece, by slipping into any of this Autumn's sensuous sets. Only you can bring life to the true beauty of lingerie...

Hey little 'sister,' what's your secret?

We have a pretty little sister who's popped up at 2501 Yonge Street (at Castlefield). She's thrilled to be part of the family and has been warmly welcomed in her new neighbourhood. It's really quite fun having a sister. We share all our secrets, our customer's names and info, even our inventory! She's so sweet that she will accept the 'MOVE' discount from last year for any Bloor customers who haven't used theirs up yet and she will give any current customer in our data base a free bottle of Soak with their first bra purchase at the new location! To introduce herself to new customers to the store she will offer 20% off their first bra until November 30th! As sister's we work together and will continue to offer you great service. We will also learn from each other and grow so we can do even more for our customers. Thank you so much for being with us as we develop our family. This first step is a welcome change and a wonderful challenge. We look forward to exceeding our standard and introducing new ways to make shopping at *secrets from your sister* a truly memorable experience.

The *Boudoir* Sale

November 10th-December 7th, 2008, **This one is NOT a secret!!!**

Up to 75% off selected bras, knickers and sleepwear!

Buy one regular priced bra and get a fashion bra for 20% off! Regular priced matching basic or fashion panties become eligible for a 15% discount for this promotion. PS. A fashion bra is a seasonal one shot deal that is normally a fun colour, print, lace or seamless colour.

Selected Garter Belts 40% off and then receive 25% off one pair of stockings, basic, fishnet, seamed, or lace band!

Take time for 'you,' treat yourself. Just in time for those long winter nights...come early!

Tips of the Trade:

Soak Success! Revolutionary Hand Washing Saviour

A lingerie lover's best friend! Your lingerie will look nicer for longer if you hand wash after every 2-3 wears. Simply let your bras soak for 10-15 minutes, while you bathe, wash the dishes or fold your laundry. and then press out the moisture out and hang to dry. Support the Canadian woman who invented, owns and operates this venture! For more information visit www.soakwash.com

Go Commando

When you need no lines, no digging, just nothing, **COMMANDO** is the way to go. Not in the literal sense either! **COMMANDO** thongs are "THE" only no-seam way to go. These knickers are soft, smooth and available in a variety of colours or prints. For the no seam kind of gal who won't go commando!

Oh man...

There's a fun new addition to our **Men's Section**. A video clip straight from Paris's, 'Salon International de la Lingerie' - thanks to Simone Perele. As men are such visual creatures we thought this may be an inspiring clip to motivate them into braving the 'lingerie shop' shopping experience! We have many supportive male customers who love to see their ladies painted from head to toe in lovely lingerie. Help make their job easier by making a 'Wish List,' this way you each get what you want and you know the gift will fit!

New, Fabulous, Irresistible

The new bras this season are so divine you will be dizzy with excitement.

Fit for a Queen or a Princess or a Lady who just loves pretty lingerie! Just In: *Princesse Tam Tam, Chantelle, Passionata, Pleasure State, Fantasie, Freya, Harlequin and Panache.*

Favourites here from every company:

Red polka dot from *Passionata*, *Chantelle's* Caprice seamless lined demi in berry, *Pleasure States* Aphrodite in coral or black, *Fantasie's* Olivia in gold/black, *Harlequin's* Minuet in red & black, *Freya's* Cassie best print ever!

Coming: *Harlequin* Antoinette Demi in red/black up to G cup, *Pleasure State's* Pin Up in black & milk, *Freya's* Dotty nursing delight and *Elomi's* Cleo in powder.

Green Please!

If you get this newsletter by mail please consider joining our email list to help cut down on waste.

Send a quick email to:

sis@secretsfromyoursister.com

This information is for our newsletter and sale notices only.

'Very Very' Plunge

Do you dream about a plunge bra with a very very deep plunge that exposes your bosom like two perfect half moons in the centre of your chest? Do you have wrap tops or low plunge necklines that you're dying to bring justice to? Could your holiday wardrobe use a boost?

If you are gifted with less than more, try these:

Piege Jennifer Plunge - *this bra will knock your socks off and everyone who is around you. Seamless, convertible, low back option and comfortable. Bust beyond belief! A-D, 32-38 in beige, copper & black.*

Piege Bonded Strapless Plunge - A Bond girl's dream bra. Not only is it seamless, soft, strapless but it can also be worn as an everyday bra-it's multi functional! Work, pleasure, play - be prepared. A-D cups, 32-38 in café & black.

If you are gifted with more than less, try these:

Empreinte's Very Very Plunge - *Bettina or Thalia - Finally, a plunge bra for a fuller bosom where you can bend over and shake it, pop up again and your ladies are still in the same place! Seamless plunge bras that are so low your eyes will water. We can't say enough about this company. C-F cups, 30-40 in beige, red & black. PS - softer and firmer breasts work in this bra!*

Prima Donna Menton Plunge - *A very low, comfortable, unlined, plunge bra with a touch of soft lace that is very accommodating for many different bosoms. Menton has a really nice side-panel support. The best thing is, women who have shorter or slightly sloped shoulders can comfortably wear this bra better than any other plunge. D-G cups, 30-38 in black & cognac*

Panache Tango Plunge - *Thought your bosom was too big for a plunge cut? - Pas du tout! Panache holds the award for best cut bra for fuller bosoms who want to be sexy and not covered from 'neck to waist' in order to get support. Tango plunge is a new staff favourite. Low cut in the centre, strong in the strap, a bra where GG-H is actually a slightly better cut than the D-G cup. Times are changing, engineering is evolving in this industry and this bra proves it! D-H cups, 30-38 in black, beige or fashion print. PS - in the market for a strapless bra that WILL hold you up? Panache has added a new lower plunge seamless strapless to their collection, D-G cups, 30-38 - a welcome addition to any woman's wardrobe.*

Anytime,
Any Place,
Anywhere,
Anyone

Ladies of all sizes, all ages, nursing or not meet the Anytime Bra.

A pull down bra that a nursing mom can wear, nurse from and wear low cut tops with. A seamless, wireless dream! A comfortable travel bra, that offers an appropriate amount of support for fuller or smaller bosoms. This wireless dream has just enough style and support to attractively hold up to a FF cup! When you are tender and premenstrual this bra eases the pain. Watching a movie at home and your wire is digging in? Wireless is the way to go. A true to its name bra - ANYTIME.

Operation Empreinte

Art and engineering, a beautiful union

We often dream of a bra manufacturer who really studies the female form: her needs, takes the time to listen, improve and work towards perfecting bras that can be worn day to day. As women we often want 'the world' from one bra! Impossible? - almost. If you can be satisfied with 'almost the world' in one bra then **Empreinte**, French manufacturer's of one of the world's best quality bras, may be just what you're looking for. This brilliant company thinks of everything for the ultimate support and comfort of the consumer. Details are their forte. Straps, luxurious memory elastic band, resisted stretch materials, individual wires for each different cup and back, solid wires that won't twist and turn and scaling the band size and straps to accommodate different breast weights - it's all been thought of!

The result is a solid, comfortable, practical and classy bra that will offer you non-stop support for a long time. If you are a fuller busted lady who has dreamed of the perfect plunge or the oh-so-supportive demi - both seamless and sexy of course than you must try **Empreinte**. If you adore a bra that gives you a round, lifted high shape, a bra that instantly transforms your silhouette and posture, **Empreinte** may be for you.

****Come to our stores on November 21st, 2008 for our first Operation Empreinte. Meet the Empreinte Representative and try the Empreinte experience. With every Empreinte purchase you will be entered to win a free Empreinte bra and panty set. One set for each store!*

I'd like to run but...

Why is it that sports bra manufacturers don't think women with boobs like to run? Why is it that women who would like to exercise a bit more can't because the industry doesn't make them a bra that can fit their body? Why do only smaller frames get to have sports bras? Why, why, why? Because it is easier! Plain and simple ladies, it's easier. Who's up to the challenge? **Freya** and **Elomi** are. **Freya** has delivered a new, more supportive sports bra up to an H cup better than any other company out there. Two in fact, one with without wires and one with which actually makes a great everyday bra! These two bras in the **Freya Active** collection encapsulate the bosom. They are made with soft but very strong fabrics and nice comfort straps to help distribute the weight across the shoulder. Support comes from the strong under band and from the well thought out interior structure. Will these bras stop your breasts from moving all together? No, they can't. What they will do is dramatically reduce the pressure put on the Coopers Ligaments - the two lonely ligaments that hold up our breasts! **Freya Active** is a new favourite and if you are in the market for a good workout, and you would like a safe support, these bras will make that workout one to look forward to. Women who are D-H cup, 28-40 backs can benefit from these two styles.

In the spring of 2009 **Elomi** will be the first company ever to make GOOD sports bras for women whose backs are over a 40!!! If you are looking forward to this as much as we are please email or call and have your name put on the contact list for the new **Elomi sports bra**. Be the first to try a new revolution in active bras - The time for change has come. PS. **Anita's sports bra** is another favourite and especially good for sensitive skin as it has the lightest, seamless terry lining that feels like nothing is resting against your body. This bra mixes compression with encapsulation for a full support with maximum comfort. Cups B-G, 32-40 in black & white.