

# STORIES FROM SUNRISE SHOPPING CENTRE



## *Trade Secrets: Educating Customers*

If you've been left dizzy after scanning the ingredients of a billion different shampoo and conditioner bottles, and your hair is still misbehaving, a trip to Trade Secrets at Sunrise Shopping Centre will be well worth the time invested!

While hair products are offered virtually everywhere these days, Trade Secrets offers a unique shopping experience because they recognize the value of educating customers about the most suitable products for their hair type.

Trade Secrets allows clients to avoid "trial and error" shopping; where picking products that aren't a match for their hair type can get expensive. Instead, highly qualified professionals offer their expertise, recommending exclusive professional product lines sold in hair salons.

"Every type of hair has a perfect match of shampoo, conditioner, and styling product", shares Amer, co-manager of Trade Secrets in Sunrise Shopping Centre. "Our professional consulting is what sets us a part in the market", adds Susie.

Considered a one-stop beauty super-store offering professional salon products and services under one roof, Trade Secrets is a unique retailer offering professional salon products, hair appliances (including the ever popular CHI Ceramic Hairstyling Iron), cosmetics, and hair accessory items.

With lines available for both men and women, Trade Secrets caters to a broad market. Men seeking products to thicken their hair will be happy to know that Trade Secrets carries Nioxin as well as the ever popular, Redken, American Crew and Joico. Women tend to gravitate toward the Sebastian, Matrix, and Bed Head lines.

Trade Secrets offers shoppers a convenient way to get ready for an evening out. Professional services include: manicures (both gel and acrylic), pedicures, make-up applications, waxing, and haircuts and styling. All services are offered in a relaxing environment; a wonderful bonus for stressed out shoppers looking for a little relief.

While Trade Secrets welcomes walk-in appointments, it is best to book in advance for aesthetic services at 570.1755.

"Women often come in and take advantage of our salon services and then pick up a gift for their boyfriend or husband on the way out", shares Amer. With the Christmas season upon us, gift certificates are a great idea because it allows the receiver to take full advantage of the expertise offered by the Trade Secret staff when they come into the store to redeem it.

Trade Secrets is open Monday-Friday from 9:00am-9:00pm, Saturday from 9:00am-6:00pm and on Sundays from 11:00am-6:00pm.



## *Superior Service Offered At Trends for Men*

Sam Visram built his specialty menswear business Just for Him on two basic truths: generally speaking men hate to shop, and when they do shop, they're looking for a quick and painless experience. In short, he has always understood the fundamental importance of providing exceptional service.

Exceptional service has built Just for Him to what it is today; a specialty menswear store that has outgrown its space at Highland Hills Mall. Just for Him will officially close in December 2005. Its replacement, the new Trends for Men, will celebrate their grand opening this month at Sunrise Shopping Centre.

Sam's loyal customer following is a testament to the exceptional service and reasonably priced clothing he has offered over the span of 28 years. Never afraid to go the extra mile, Sam knows his customers well enough now, that he'll phone and let them know he has set aside newly arrived items that he's sure they'll like.

The new Trends for Men has a much larger selection than what's currently offered at Just for Him. With about two and half times more floor space than the old location, Sam and his son Moe have responded to customer requests and added: footwear, wallets, cufflinks, and undergarments to their product lines.

Swiss Army, Klaus Bohler, and Bugatti are just a few of the new lines that they carry in the new store. "We sell clothes that we would love to wear. We don't focus so much on brand names, to us, it's more about a style", shares Moe sincerely.

Designing the store to accommodate the man who runs into a clothing store to make purchases two or three times a year, the layout helps in terms of selecting items. "Some men struggle with co-ordinating clothing items", shares Moe with a serious expression. "The new store design helps customers visualize the clothing on themselves. If they still struggle with it, we'll help them. That's our job, that's what we love to do."

At just 24, Moe is very much in touch with his young professional market, and Sam continues to be skilled in dressing the older gentleman; they make quite a fashion tag team when it comes to expertise. Together they have successfully transformed the male shopping experience from something once dreaded, to something enjoyed.

"If our customers need alterations immediately – done, if they need something dropped off somewhere – done. We pride ourselves on service. We really try to listen. If one customer asks for a specific item, it's worth bringing in, because there are likely three or four others that would like it too."

Trends for Men is open Monday-Friday from 9:30am-9:00pm, Saturday from 9:30am-6:00pm and on Sundays from 12:00pm-5:00pm. The store is stocked with the latest in Fall/Winter fashion, and is ready for the holiday season. Please call 745.5100 for more information.

