

STORIES FROM SUNRISE SHOPPING CENTRE



*YZZA Manager,
Suzanne Carriere*

SUNRISE SHOPPING CENTRE

If you're a complex, multi-tasking, highly accomplished woman over 35, you know how you want to look in clothes and how they should feel in order to make you happy. You've taken a few fashion risks in your time and you laugh about them now with friends over coffee. With a few careers under your belt and a couple of kids in the back seat, you're a force to be reckoned with because simply put, you're nothing short of a goddess and you know it.

So where do you shop for clothes? --There's a very good chance at YZZA.

YZZA (pronounced ease-a) was developed by the Canadian arm of the Claiborne fashion empire and it targets the 35+ female who wants stylish clothing at a reasonable price. The "first born" YZZA store in North America opened in Sunrise Shopping Centre in September 2005, and it offers comfortable, current fashion using quality fabrics with a focus on achieving a great fit. More than 60 YZZA stores are expected to open across Canada over the next five years.

YZZA has identified the challenge faced in serving this market, and is excited about offering the solution. The 35+ female can be shopping with her teenage daughter, feel young, and more than ever look young, but the clothing that appeals to her won't fit her body or won't fit her budget. She isn't interested in dressing like her teenage daughter any more than she wants to dress like her matronly mother. After a day of shopping in junior oriented stores she returns home tired and frustrated. She understands that the curves she has adds to her beauty and that her body has changed since she turned 35, but finding the clothes that match her self-actualized awareness remains the challenge.

"It's the mistake retailers have been making for too many years now," points out Jamie Lee Goulakos, product director

for YZZA. "We know that women in their 30s, 40s, and 50s feel more youthful than ever before. They identify with current fashion trends and they want to wear them. She may not want to lead the pack, but she definitely wants to be a part of it".

The solution: YZZA designs have adapted length, pocket placement, rise, waist height, and all the details that make an important difference. Jackets are designed just a touch longer, skirts cover the knee, blouses are fitted – but carefully, comfortably. The seams on the pants are strategically sewn to create a leaner look; the pockets on a pair of jeans will be positioned a little differently with very little detail on the back. Selecting high quality materials that stretch, YZZA clothing provides both fit and comfort. It's a great solution for a woman who is smaller in the waist and fuller in the hip.

"Our customers won't notice the difference until they are in the dressing room," says Goulakos. "And if she isn't really sure why the YZZA jacket looks a little better or the pants fit better, we've done our job".

Much of the YZZA concept centres on layering. Short over long is ideal, the first piece longer, the second layering piece a little shorter. This way, customers are covered where they need to be, but they also get the shorter, fashion look.

Catering to all kinds of body shapes and sizes from 4-18, YZZA delivers Claiborne quality at value-driven prices. The average price for a garment, whether a top, skirt or pants, is \$49.

"Dressing the middle-aged mom is a privilege because she's been around long enough to know exactly how she wants to look and how she wants to feel in the clothes that she wears", says YZZA manager Suzanne Carriere. "I love getting

personal with my customers. They tell me what they've been frustrated with in the past and I find a way to help them dress so they feel like a million bucks when they leave".

Attention to detail beyond clothing design separates YZZA from its competitors. From the "Look the Way You Feel Inside" inscription found on the inside edge of the shopping bag, to the quotes on the walls encouraging customers to celebrate their goals, resiliency, warmth and authenticity, YZZA celebrates the woman who knows who she is and what she stands for.

Adding to this, YZZA is serious about providing a welcoming, approachable, comfortable environment where women can escape. With soothing soft green colour tones on the walls, Berber carpets, and a resource centre, the store itself creates a welcome oasis feeling. Stationed by a cozy fireplace, with oversized chairs, the in-store resource centre offers information on topics ranging from recipes, to fitness, makeup, and even local charities. The goal is to help YZZA customers stay current.

YZZA understands that middle-age is sexy. That fashion need not be monochromatic after age 35. That a woman who knows who she is and what she stands for authentically, exudes true beauty.

If you're between the ages of 35-60 and you're interested in purchasing clothes that fit your body, lifestyle, and budget, YZZA is the answer!

YZZA is open over the holidays Monday-Friday from 9:30am-9:00pm, Saturday from 9:30am-6:00pm and on Sundays from 12:00am-5:00pm. The store is stocked with the latest Christmas fashions, and is ready for the holiday season.



Free Horse & Carriage Rides On Weekends in December from 1-5pm.

SUNRISE SHOPPING CENTRE, 1400 OTTAWA STREET SOUTH AT FISCHER-HALLMAN ROAD, KITCHENER