

# retail profile

REPORTED BY DEENA CAMPBELL

## sol lingerie in denver, colorado

**T**en years ago, Sol Lingerie opened with one thing in mind: offering women a variety of high-quality lingerie styles while educating them on the benefits of a professional bra fitting and providing a superior level of customer service.

Now almost in its eleventh year, Sol Lingerie continues to provide high-end lingerie to affluent women aged 30 to 55-years-old, who love quality and sophisticated lingerie.

Bra fitting is a key component of the Denver-

based 2,000-square-foot boutique. It has 14 trained bra specialists who work as a team to provide extraordinary service and tips for customers looking to find the perfect bra.

"Band size is the most important thing to look for in a bra," said Cindy Johnson, co-owner of SOL who has more

than 20 years of experience in bra fitting. "More than 80 percent of the support of a bra comes from the band; when buying a new bra, it is critical that it be comfortably snug on the loosest or middle hook and does not ride up the back."

Typically Sol Lingerie reaches out to its potential customers through direct mailings, billboards and websites, but every Valentine's Day Sol Lingerie caters to men with a "Beers, Brats and Bras" event. Other promotions include an October event where customers are encouraged to donate gently used bras to local women's shelters. In addition, Sol Lingerie holds monthly fittings for disadvantaged women, where each person receives three bras.

"What makes the entire staff exceptional is their ability to work as a team," said Janelle Kenny, marketing director for Sol Lingerie. "Our employees do not work on commission."

Sol Lingerie's customer service must be exemplary for customers to spend an average of \$200 in a single visit. Top brands include Marie Jo, Hanky Panky and Prima Donna.

For more information on Sol Lingerie visit [www.sollingerie.com](http://www.sollingerie.com). **B** —D.C.

