

Dressing women to 'Be Beautiful' goes global



Since opening their doors over 20 years ago, Oakridge's Fashions (formerly Oakridge Outfitters) has taken great pride in helping women accentuate their beauty, one woman at a time.

It is a philosophy that has driven customers to the store from well beyond Aurora: but now the boutique is ready to let the wider world in on York Region's best-kept secret.

Oakridge's will go global on September 14, with the launch of their new website, oakridgefashions.com.

Taking Personal Service On-Line

A website in this day and age is not groundbreaking in and of itself; but what will set Oakridge's web presence apart is how they have tailored their customized in-store Fitting Room experience for the online world and, most importantly, online customers.

"When a person comes into our store, their standout experience is in the fitting room," says Clark. "Now, we're taking that fitting room online with our beautiful online shopping site, to help women in the same way, though they can do it with a glass of wine and a laptop."

Similar to the in-store experience, customers will be able to use the virtual fitting room to help them make the right selections. Their 'Find Your Fit' tool will provide tips on the styles that best suit different body shapes. Five body shape icons will also be found throughout the site, with certain pieces tagged with icons to indicate the body shape that the piece is best suited for.

The new website will also feature video tutorials by Clark and her team to help customers understand different body shapes and how each garment fits. One such video will feature stylist, Lynn Spence, best known for her work on Cityline.



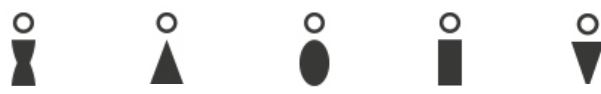
Oakridgefashions.com

Deb Clark, owner, Oakridge's Fashion Inc., in a photo shoot to capture images for online shopping platform.



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Fit for you



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attention to the right parts. If you've got more hip than shoulder, or more top than bottom, we need to balance that out. That knowledge is the difference maker when you come in to Oakridge's."

"It's not as simple as just going and picking a nice top that you love on the rack. This team knows what they are doing, and we help women learn how to love their shapes and dress themselves in the best possible way."

This concierge-level of customer service comes from a team working on no commission, the standard for Oakridge.

A longtime customer of the store, Deborah Clark took the reins in August of 2016, and immediately began to diversify her collection by attending shows to select pieces that suit every shape, budget and age.

It is exactly this evolution from a range of individual selections, to a collection of pieces that work together for a top-to-bottom look, which inspired their recent name change to Oakridge's Fashion, or just Oakridge's to its wide customer base.

Commitment to Community is part of 'Being Beautiful'

Since Ms. Clark took the helm, Oakridge's has placed an increased focus on philanthropic work as well. They spearhead initiatives each year benefitting organizations ranging from The Clothes Closet, a



The models on the website have been selected to represent the women Oakridge's serves.

"As much as possible we will be having customers and employees of Oakridge's model the garments available in the online shop," said Clark. "So women can see these pieces on silhouettes that are realistic and similar in age to themselves."

Shipping anywhere within North America, each package will include a personal note from Clark and her team.

Success has been built one woman at a time

With a strong community reputation, Oakridges Outfitters has helped women look their best since its inception: yet the rebrand to Oakridges has made way for an evolving brand that keeps up with

modern fashion styles, designed for a woman of any body shape or size.

The boutique, located at the Aurora Shopping Centre at 14800 Yonge Street (at Murray Drive), boasts carefully selected clothing lines backed up by employees with decades of experience in the business.

It is exactly that level of detail to customer satisfaction that helps Oakridge's stand out from the crowd.

"When women shop at a mall, or most other stores, it's hard to get support and service that is honest and knowledgeable," says Clark. "Women struggle to find pieces that flatter and suit their body and shape. Our team is experienced and our reputation is built on honesty and integrity."

Building relationships with long-standing customers has been the key to Clark and her team's success.

"We immediately connect with our ladies," says Clark. "Like friends. We're honest. We work together with them, a lot of work and a lot of laughter goes on in that fitting room.

We won't let a woman walk out of here with anything that looks less than perfect."

Offering pieces that suit different silhouettes is key

With an understanding of the fluctuating body shapes of different women, Clark and her team are able to carefully select pieces that accentuate and compliment a woman's natural curves – something department stores are not necessarily committed to.

So what's their secret?

"It's understanding women's shapes and body challenges," says Clark. "So that the clothing we put on a woman balances and draws

charity clothing store run out of Trinity Anglian Church, to Rose of Sharon Services for Young Mothers. This year Oakridge's produced the LIPS (Ladies in Philanthropy for Southlake) Celebration of Spring Fashion Show benefitting the Southlake hospital, an event that has become increasingly popular for women looking for a great night out while giving back to a great cause.

"As we strive every day to help women 'be beautiful' in our store, we are ourselves, always seeking to 'be beautiful' in support of our community."

Oakridge's new website launches September 14 at

www.oakridgefashions.com

There, you can try out the virtual 'Fitting Room', learn more about the lines you can find at Oakridge's, and find out more information about the causes they support.