

FASHIONABLE TARADALE

JUST 10 MINUTES FROM THE HEART OF THE NAPIER INNER CITY, THE VIBRANT SUBURB AND SHOPPING CENTRE OF TARADALE OFFERS AN ARRAY OF INDEPENDENT BOUTIQUE SHOPS WITH THE FASHION CONSCIOUS IN MIND.

Editorial Kate Newton Pictures Richard Brimer





DESIGNERS

267 Gloucester Street

If it's a summer's day at the races, an upcoming wedding, a dressy office or wanting to be casual that you need an outfit for, you're sure to find just the thing at Designers. The name says it all. This Taradale boutique stocks quality high fashion from some of New Zealand's biggest names. There's VAMP, VSSP, Caroline Sills, Catalyst and Hyper, to name a few. "The only criteria for clothing to make the racks at Designers is it has to be wearable," owner Wendie Kepka says.

Wendie ensures the focus is on beautifully shaped clothing. It must be flattering to a woman's curves for her to stock it. "These are pieces that you don't want to leave in your wardrobe for a special occasion," says Wendie. "They're clothes that you want to make the most of and not wait to wear." At Designers Wendie can also help you match your new outfit with a piece from the Peter Lang jewellery collection or an Italian leather belt or bag.



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GLOUCESTER FASHIONS

307 Gloucester Street

Whether it's a special occasion or a casual weekend Napier women know the place to shop is Gloucester Fashions. The Taradale fashion destination is a temptation for the first time visitor and regular customer alike and with such an extensive collection of high quality fashion and accessories it is easy to lose track of time.

"Wherever possible we buy New Zealand made and stock some of New Zealand's best known labels," says owner Yvonne Brunton. From sophisticated mother of the bride outfits to relaxed shirts and jeans, putting together your special look is easy with expert assistance on hand from Yvonne and her friendly team. The best advice from the locals would be to make sure you set aside plenty of time to visit Gloucester Fashions in Taradale 'The Centre Of It All'.



GILMORE'S LINGERIE

263 Gloucester Street

Gilmore's Lingerie is somewhat of an institution in Napier. It has been part of Taradale's main street for more than 50 years, making it one of the area's longest serving shops and lending to its reputation for helping ladies find the smalls to suit. Owner Joan Matheson says customers come from all over Hawke's Bay to get their lingerie from Gilmores and puts the shops repute down to the friendly fittings offered and the huge selection of undergarments. "Not a lot of places provide fittings without a cost anymore, plus we have sizings that go right up to a J," said Joan.

At Gilmores you'll find Taradale's largest selection of nightwear, with something for all ages, hosiery and all the big names in underwear; Fayreform, Bendon, Triumph, Elle Macpherson and Hey Sister.

DECO BRIDES & SOMER BLOOMS

Shop 4 Gloucester Court

For a stressfree wedding let Carolyn and Amy take care of everything. The owners of Deco Brides have extended their bridal gown shop to include doing whatever else needs to be done before the big day. "Amy can do the flowers, I will find you the gown and leave finding the caterer, photographer, hairdresser and everything else to us," said Carolyn.

Deco Brides is not your typical bridal shop with pretentiousness and prissyness banned, but a relaxing coffee and chat very much the way things are done. Their selection of ready-made gowns go up to a size 26 and include designs by Bella Donna, Venus and Belgravia as well as flowergirl dresses, wedding slippers, veils and jewellery. There's also a colourful rack of ballgowns and Amy can put together a funky corsage or buttonhole for the night.

