

COVER STORY

Dennis puts Sarnia's good news budget to the challenge

by Chris Cooke



Bill Dennis

These are most certainly unprecedented times for everyone and every business, everywhere in the world. And it is the staff of these businesses that continues to ensure that the environment we walk into is safe for everyone. At Silhouettes Boutique, Lori Mitchell, owner/operator, knows it is extremely important to them that their clientele continues to appreciate that all efforts are being made to exceed the Provincial Retail Store Guidelines for a safe and secure environment during the Covid19 pandemic. "Being safe and having caring and compassionate staff is what it is all about", says Mitchell.

For Lori, It was more than twenty years ago when she was delivered news that would turn her world upside down; she had breast cancer. And as with many other women the struggle became real. She held her head high and persevered through it, and in the end, Lori became the role model she is today for many breast cancer survivors.

Many say that when one door closes another one opens, and this could not be truer than it was for Lori. She had just struggled through a very difficult time and when the opportunity to purchase a business that assisted breast cancer patients was presented to her. "I knew at that moment this was meant to be", says Lori, adding, "I can help these women feel good about themselves and build their confidence again".

At Silhouettes Mastectomy, breast forms, surgical and mastectomy bras and a beautiful array of mastectomy swimsuits are available. Lori's

personal, private service is what makes the difference for many women whose fears and anxiety of what lies ahead, is at the forefront of their lives. Her main focus is to make women feel comfortable all the while letting them know what products they'll need, what resources are available, and that confidentiality is of utmost importance. Lori happily does all necessary paperwork for insurance, Health Canada and for the numerous grants available (for those women with no or limited extended health insurance).

"Today, Silhouettes Boutique is the premier store in Lambton County that offers the best bras from around the world."

A generous selection of sizes, styles and colours are always available. Government Certified Bra Fitters ensure the "Perfect Fit" every time. Prior to Sears closing, Lori met with the head of the lingerie department to find out what their best selling bras and panty lines were. Silhouettes now carries those Sears "favourites".

But that's not all Silhouettes has to offer.....their amazing line-up of fashions for all women is fantastic! Canadian designers such as Joseph Ribkoff and Samuel Dong fill the third floor of the boutique along with many other stylish fashions from Italy, Switzerland and Portugal in sizes 2 to 22.

Fashion wear for Mother of the bride or groom, or that formal evening you're attending, with or without the 'bling', will have you looking and feeling your very best on that special day. Accessorize your outfit with an amazing pair of stylish shoes and choose from the latest designer accessories.

If its cruise wear you are looking for, Silhouettes has swimsuits available in a wide variety of styles, sizes and prices all year long. Their top quality swimwear selection offers fashions from Miracle Suit, Trimshaper, Penbroke, Garbar, Longitude and Amonea (which is a mastectomy line). Cruise wear, from casual cover ups to "the captains table" evening wear are available year round as well.

Top seller for Silhouettes is, by far, their line of SHAPEEZ, which are available for women of all sizes. If you are looking to dress seamlessly, then this is the product for you. Their amazing line of seamless undergarments is classy, comfortable and of course... 'seamless'.

On the lower level of the boutique is an entire selection of sale items that are offered at a reduced price; fifty to ninety percent off. Top quality products at an unbeatable price; you can't go wrong.

Lori's involvement in the community does not go unnoticed; her collection of awards speaks for itself. She voluntarily spends every third Wednesday of the month from 6:30 til 8 pm at Rosewood manor at 711 Indian Rd. N. as the facilitator of the local breast cancer support group offering advice and support to those in need. Please register at 519 337 8700. For 17 years she has been the local 'hair alternative' expert bringing smiles to women who feel at a loss. On many occasions Lori has met with women who have been diagnosed with breast cancer to speak of personal experience and try to alleviate some of their fears and anxiety of what lies ahead of them.

Lori, along with her manager Kathy (the "Boss") who has been there for twelve years, and two other employees, offer the best in professional, courteous customer service which makes shopping at the boutique such a great experience.

If you are wanting the "look good, feel good" experience, then shop Silhouettes Boutique.....shaping the lives for "Every Woman, Every day".

Be sure to view Silhouettes Boutique on line at silhouettesboutique.com, check them out on Facebook, Instagram and Twitter, or visit them at 125 Christina Street North in Sarnia. 519-337-8700

