

The 2006 Best Shop Awards

352 participating shops

This third edition of the Best Shop Awards, organized by The Best of Intima, was an even bigger success and the participating jury was of a high standard. As always, we were really impressed by the innovations and success stories we were able to discover thanks to the participation of 352 specialized shops. How was the competition structured? Which brands made up the Jury? Who were the finalists? Here is a full report covering not only the contest itself, but also the exclusive awards ceremony that took place in New York on the evening of July 30th 2006. Over the next few pages, we invite you to share in this moving event with us.

A turning point for the sector

Launched in 2004 by The Best of Intima, the Best Shop Awards have become an important event for the sector as a whole. The increasing number of specialized boutiques in the United States has aroused our curiosity. The trend helps us to better understand the market, consumer demands and expectations, as well as merchandizing trends, allowing us to discover new ideas that enhance the shopping experience. Changes in the buying behavior of consumers in the United States have caused a significant shift in the way independent retail outlets are perceived and used. In North America, we are witnessing a proliferation of exclusive and highly professional independent multibrand retail outlets. If the face of shopping has changed, shops have answered the call with a multitude of new and inspired outlets.

A Jury made up of 18 exclusive brands

18 exclusive brands have contributed to this event in partnership with The Best of Intima. We asked each brand to indicate the 15 shops that, in their opinion, distinguished themselves from the others, and to then complete a form, supplying detailed information and comments to explain why each shop was nominated. The Best of Inti-

ma team then contacted each shop in order to gather the data necessary to their participation.

As in previous years, we also opened the competition to unsolicited applications; the only requirement being that they register using the advertising coupon found in each issue of The Best of Intima.

We divided the shops into 5 categories, including The BOI's Choice Award introduced last year. We then selected 25 finalists - the nominated shops - and chose the win-

ners among these.

Awards Ceremony 2006 Gala

The gala ceremony was held at the Marquee, temple of New York fashion, on Sunday, July 30th, 2006. There were 200 guests from all over the country, representing the nominated boutiques, but also many other retail outlets. The awards ceremony started after the welcome cocktail. The 25 finalists were introduced to all the guests, with a video presentation illustrating the shops and their draw cards. The winners were rewarded category by category. Just as in all the countries where our press group organizes shop competitions, the prize was a mosaic statue, hand-made by an Italian artist. We noted that the participants were all very enthusiastic and that the guests displayed a great amount of interest, which really goes to illustrate the growing importance of this event in providing opportunities for the selected boutiques to market and promote themselves.



The Jury brands

argentovivo	Chantelle	CLAIRE PETTIBONE	COSABELLA [®]	ELLE MACPHERSON INTIMATES [™]
nanky panky	honeydew honeydew intimates	ATITUDE	IN THE ROMANCE	Le Mystère
MILLESIA lingerie	Panache	PRINCESSE TOM-TOM		
DEREK ROSE SAVILE ROW - LONDON	SHAN	simone PÉRELE PARIS	Spoylet	Wolford

On July 30th, 2006 in New York, the third edition of The Best Shop Awards, American contest organized by our magazine "The Best of Intima", revealed the year's best American shops. In an exclusive report, here are the finalists and winners of the Gala evening.

BEST CUSTOMER SERVICE Bra Tenders



Frequented by a hippy-chic clientele, this Manhattan-based shop leads the way when it comes to customer service: larger size models, special bridal range, personalized shopping, home delivery, private shows. It was awarded a prize for its outstanding customer service.

BEST YEAR SALE Soleil Toile



With a significant turnover and an elegant décor that invites you to spend, this shop offers a choice of models selected from the sector's latest trends, but never loses sight of the importance of comfort. It was awarded the prize for best annual sales performance.

BEST SHOP STORY

House of Lounge

Hip, sexy and fun, this shop in the historic districts of New Orleans is being honored for its extraordinary recovery from the natural disasters that befell the city. This shop was awarded a prize for its exceptional story.



ABOVE, REBECCA APSAN, LA PETITE COQUETTE, REWARDS "HOUSE OF LOUNGE"

